

REGINA EXHIBITION

Calendar of Events

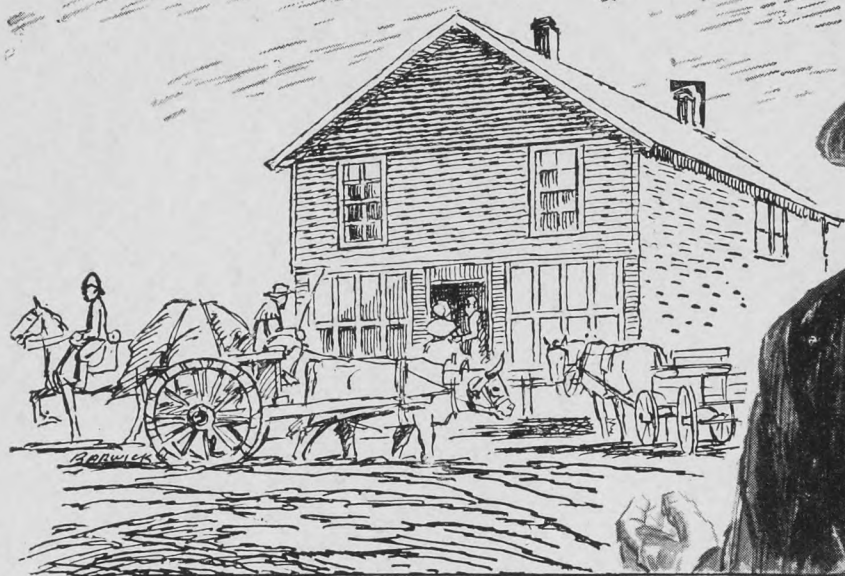


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The Little Bank on the Moose Mountain Trail

was Saskatchewan's First Permanent Bank

A few old-timers remember 1905, the year Saskatchewan came into being out of the Northwest Territories. But barely a handful hark back to 1883, when the Bank of Montreal opened "The Little Bank on the Moose Mountain Trail" at the Pile of Bones Creek Crossing...the first permanent bank west of Winnipeg.

The Bank of Montreal has been part and parcel of Saskatchewan's history — sharing in the growth of the Province by expanding its services to meet the ever-increasing banking needs of its people. Today, "The Little Bank on the Moose Mountain Trail" is the B of M's main branch in Regina — one of Canada's most modern banking offices and principal office of the 42 branches located throughout Saskatchewan.

As Saskatchewan's first permanent bank, the Bank of Montreal salutes the people of this proud province on their fifty years of progress and development. May they continue to prosper in the years to come.



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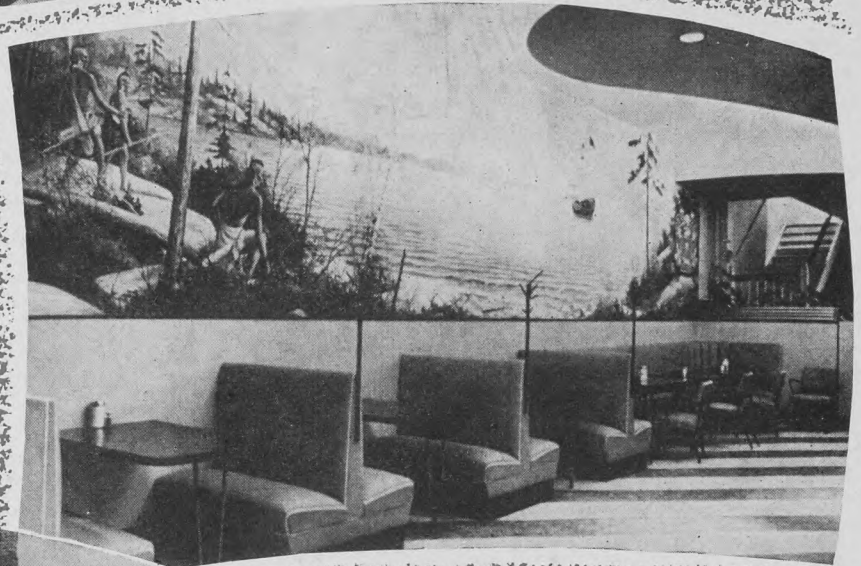
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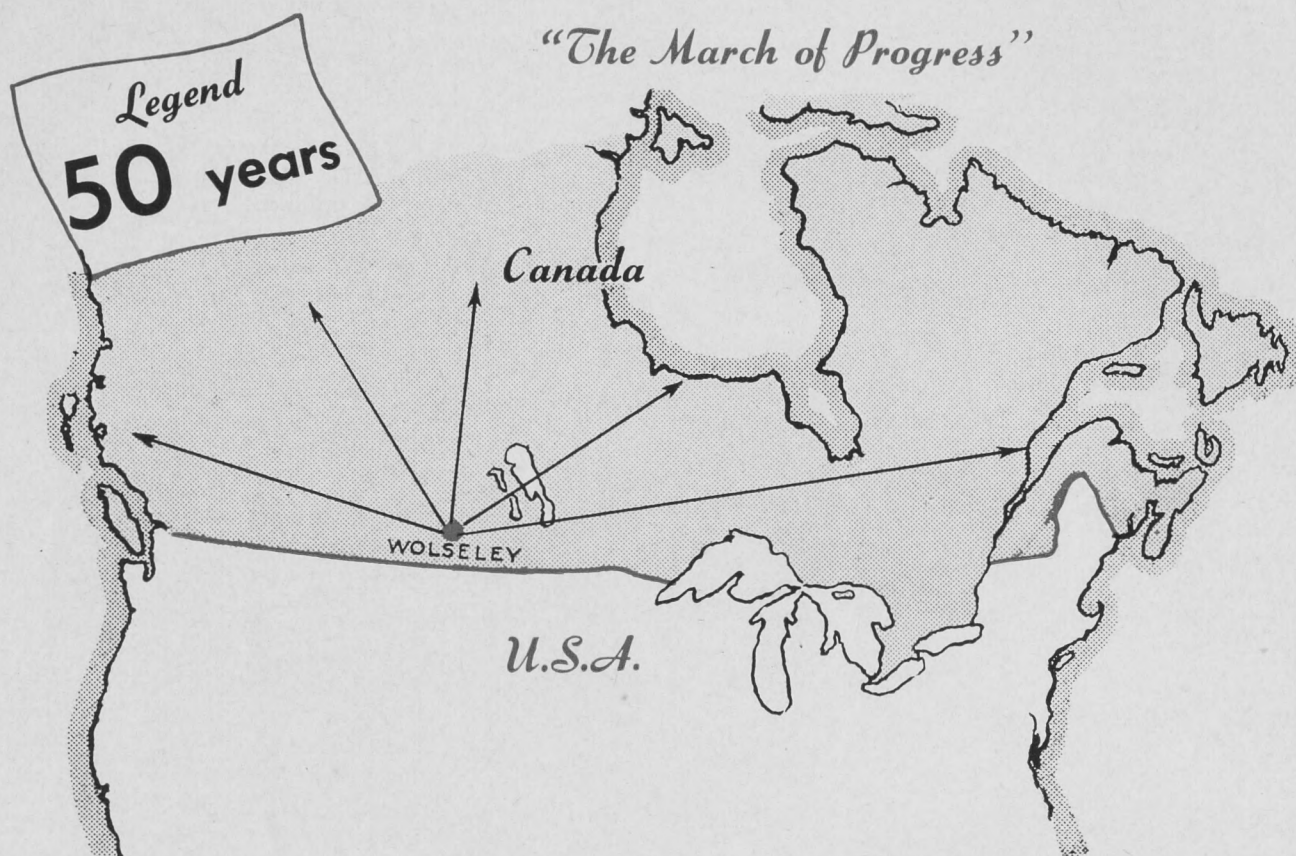
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"Calendar of Events"

PERIODICAL

Editor-in-Chief.....R. A. HODGES
Managing Editor...HELEN J. IRVINE

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REGINA AGRICULTURAL
AND INDUSTRIAL
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THE LION'S CLUB
OF REGINA

THE COVER - - By Batter

The three parts of our economy, Agriculture, Industry and Natural Resources. The artist selecting the three basic parts of our economy has endeavoured to show agriculture predominantly. However, the cover shows agriculture watching the rapid growth of the Province. Agriculture is represented by a tractor in operation on a hill overlooking industry or the thriving city in the distance. The presence of an oil well depicts natural resources which are becoming increasingly larger each day.

Saskatchewan's Golden Jubilee

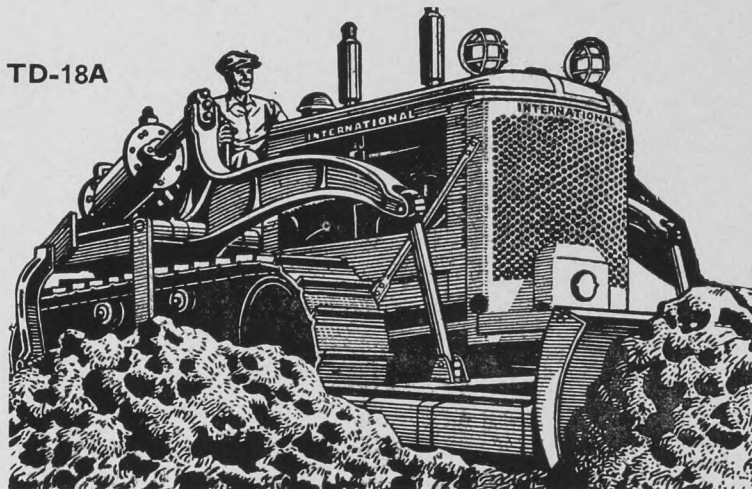
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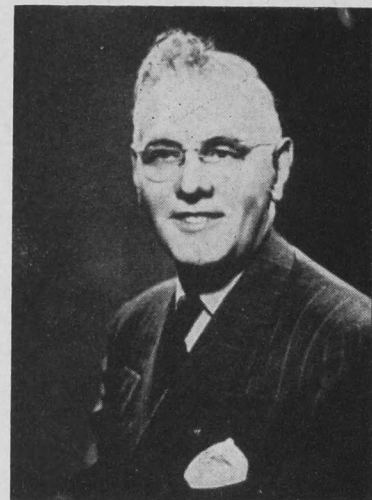
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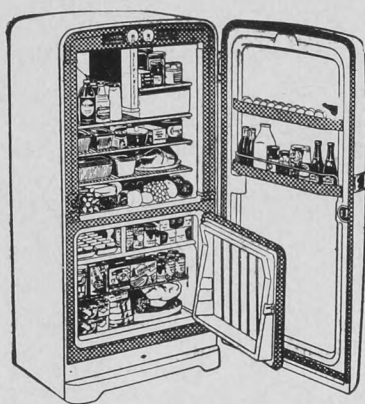
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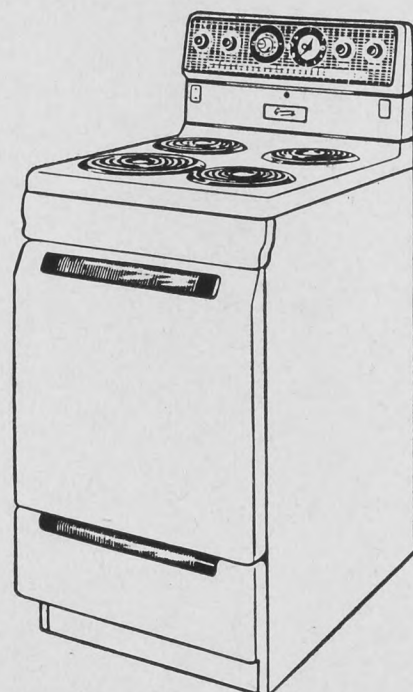
It costs no more . . . it takes no more floor space . . . than an ordinary refrigerator! 61 inches high, $31\frac{9}{16}$ inches wide, $30\frac{5}{16}$ inches deep . . . Size: $11\frac{1}{2}$ cubic feet. Don't buy any refrigerator—or freezer—before you see this amazing new food saver, the Deepfreeze Duplex, at your Deepfreeze dealer's store.

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This is a marvellous, modern, compact electric range—and is worth your serious consideration if you want value and performance in small space.



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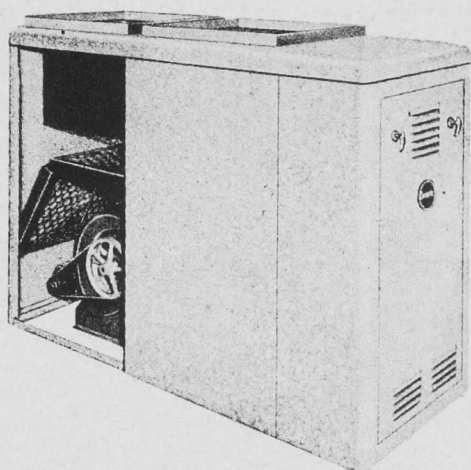


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DREAM HOME BUY-LINES — by R. A. Hodges

Adequate Electrical Wiring

Almost everything we use today is modernized and automatic and strangely enough the majority of today's modern conveniences necessitates electricity. However, the most important part of the picture has not received this modernization, and we refer directly to the installation of electrical wiring where only the best is good enough and safe enough. And with this in mind we chose Andrew De Beer—Andy's Electric. Mr. De Beer served his apprenticeship with the Montreal Engineering Company, now more familiarly known as the Saskatchewan Power Corporation. Under his experienced guidance the firm has prospered to the point where it now employs a staff of 19 men with a thorough background in the electrical field.

Heating

It is often said that the heart of a home is its heating plant. Nothing else provides so much comfort and convenience and when the temperature drops, nothing becomes more important than proper heating. The GlenWal Dream Home will feature a Chinook oil furnace, a furnace providing maximum efficiency, carefree operation and a plentiful supply of freshly filtered, properly humidified warm air to keep the home at the desired temperature at all times. A new feature is the pre-installed case metal combustion chamber which provides a much longer trouble free service and lessens installation costs. A special door provides cool filtered air in hot summer weather, a most desirable feature for our climate. The Chinook furnace was supplied and installed by Heatcraft Limited, Regina's foremost heating engineers, employing a large staff of men, factory trained at the National Warm Air Association Depot.

Vina Rug

Introducing a new product to Western Canada, Vina Rug, the felt carpeting with a thick layer of vinyl surface is presented in broadloom patterns. Imagine a product as lovely as carpeting but with the strength and durability never before realized in floor coverings. The Vina Rug has made its way into Saskatchewan through the proper hands. It is none other than Bert Iannone, for many years a stalwart of the Roughriders, now of Iannone's Paint and Hardware, suppliers for Saskatchewan of the Vina Rug, who will introduce this product in the GlenWal Dream Home.

Decorating

In 1912 he arrived from Staffordshire, England, at the tail end of the great cyclone, and was greeted with the sight of the terrible damage inflicted upon the Queen City. He was immediately pressed into service to assist in the painting of the Parliament Buildings, and soon was overseeing the work on many of the City's major buildings. Now

after 50 years of leadership in his industry, Mr. A. W. (Sandy) Banks has been chosen to decorate the Dream Home and we think our selection is the best.

Bathroom Dado

Today in Saskatchewan, when one thinks of tile for bathroom dado or for its many other uses, the name Antonini is a by-word. After 34 years of operation, Mr. Antonini has offices in Saskatoon and Regina serving the people with experience and craftsmanship that has developed from the time, when at the tender age of twelve, he began a long and thorough apprenticeship for his craft in Italy. It was after the completion of his apprenticeship that he immigrated to Canada setting up business in Regina. The choice of this firm for supplying and installing of ceramic tile for bathroom interiors in the Dream Home was a foregone conclusion.

Windows

The windows in your home may be a pleasure and a comfort or they may be a source of continual and costly annoyance. During the last ten years great steps have been made in the industry to produce windows, attractive in appearance, with a maintenance problem which is practically negligible and to produce windows with a free moving action that would be comfortable to live with. Metal windows made their appearance on the market within the last ten years and the industry has rapidly improved its product until today they are practically taken for granted in home construction, remodelling or improving older homes. For the Dream Home we have chosen the firm, who, in our opinion, are the most reliable in the industry, Wascana Distributors, and the window they distribute in Saskatchewan needs no introduction to Western Canada for it is none other than the Rusco Window. Our choice for the Dream Home seems to be very appropriate because Rusco seems to be the choice of the majority of contractors and home builders across the West.

Landscaping

The surroundings of the Dream Home, as well as the surroundings of any home, are unquestionably of extreme importance to its final appearance and value. Today a home is only a house until it is completed with proper landscaping. For this job we have chosen experts in landscaping from a land where beauty is a craft. The Dutch Landscaping Service is operated by two young men, who from their infancy have made their sole purpose in life the cultivating, improving and the artistic blending of flowers, trees, shrubbery and lawns, and we are very pleased to have been able to acquire their services.

Interior Decorating

In choosing the draperies for the GlenWal Dream Home, Mr. Rob Hill has endeavoured to present the latest and most modern patterns and materials available on today's

market, and I am sure his choice will captivate the hearts and imagination of all Exhibition goers, and will undoubtedly compliment the presentation of the entire interior decor of the Dream Home.

Plumbing

Playing an important part in the health and the welfare of a community, the plumbing installations in the average home are sometimes taken for granted, with the result of years of unpleasantness. Today's plumbing fixtures are distinctly different than what were available on the market only a few years back. In the GlenWal Dream Home we offer plumbing fixtures distinctive yet with a permanent beauty by Standard-Dominion, and our selection of the Company to supply and install plumbing fixtures in the Dream Home was Ideal Plumbing & Heating Co., Regina's most modern plumbing firm.

Water Softener

Probably nowhere is the necessity for water softeners more apparent than in Regina. Fortunate indeed is Regina to have right within the City a manufacturer of water softeners and filters, both domestic and industrial, and we refer directly to Sanisoft Ltd., the manufacturers of Canada's smartest water softener. So great was the demand for this softener that in 1955 Sanisoft Ltd. have been forced to open a new factory in Winnipeg. This factory will feature a new modern infra-red baking oven which will insure permanent white finish on Sanisoft softeners equal to that of present day ranges and fridges.

Masonry

There is no replacement or no more practical method of improving and enhancing the home of today than by colored sidewalks and driveways. Certainly these are not the limitations of concrete products but they do show the ever increasing amount of usage and advantages of this product. We have chosen, for the GlenWal Dream Home, one of Western Canada's leaders, Cindercrete Products Limited, a company best described by its slogan "Beauty that stand outs . . . Quality that stands up."

Roofing

To grace the GlenWal Dream Home, a built-up roof by Johns-Manville, has been supplied and installed by Blondin Roofing and Home Improvements Limited, a Company without peer in Saskatchewan. This asbestos felted roof will not burn, will stay water-proof and tight for many years with practically a negligible amount of upkeep, and is a result of many years of extensive research to bring about a product retaining such qualities and yet one which would be moderately priced. To see the superiority of roofing by Blondin one only has to see the GlenWal Dream Home.

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Dream Home Furnishings . . .

FOR BETTER LIVING

IN PRESENTING the GLENWal Dream Home at the Regina Exhibition it would only be fitting that a firm which typifies the pioneering spirit of our Province should be selected to furnish the Home with today's ultimate in furniture and decorating.

This is exactly what the Crescent Furniture Stores have done, and at the same time they have endeavoured to present furnishings which would come within the budget of the majority of people who will be going on tour through the Dream Home during Exhibition Week.

From a small, very obscure beginning in 1929, right at the onset of a depression, through the long weary drought years, Crescent Furniture plodded along, slowly but surely on an uphill road to success.

The going was mighty tough at times as any business man of the depression era will testify, but David Silverman, the founder of the business, with his small staff of five employees, persisted with the fortitude and courage born of vision and enterprise, to achieve the goal that seemed his destiny.

THEY CAME BACK FOR MORE

Their faces, smiling with happy satisfaction, was the incentive for David Silverman to buy the best possible merchandise and to sell at the lowest possible price. His practice was giving good value, and in return his business increased in scope and influence, culminating his effort with the erection of the handsome new building that stands at 2225 Eleventh Avenue.

The late founder was a fine upstanding gentleman, held in high esteem by all who knew him and his sudden death in 1943 was a great shock to everyone.

The store was almost immediately in good hands again, however, when David R. Levene, the founder's son-in-law took over and with his guidance built the name Crescent to what it is today and increased it with two more stores in Regina, one in Moose Jaw and one at Swift Current.

The sign on the Main Store typifies the attitude of the people of this Province toward the Crescent Furniture Stores. It has long proven itself to be "The Store for the Bride and Groom in Saskatchewan".

The policy of the Crescent Furniture Stores since their inauguration has been: "Complete Satisfaction or Your Money Returned".

DREAM HOME FURNISHINGS

The selection of the Dream Home furniture was not an easy one and Mr.

by YOUR CRESCENT FURNITURE STORES

Levene, after making his choice gave the following comments on each of his suppliers chosen:

KNECHTELS LIMITED—a name known in furniture manufacturing for more than 90 years. From their factory in Hanover, Ontario, they have been producing furniture of the finest quality, and designed in keeping with the times. And more often than not this Company sets the style or trend for the future.

As manufacturers of Homewood and Lane furniture for the bedroom, dining room and living room, their nationally advertised products have measured up to the highest standards of quality and workmanship. The name Knechtels signifies a century of the finest. Because of this quality and their diversified selection this Company was chosen to be featured in the Dream Home.

PARKHILL—a byword for sleeping comfort for many years, Parkhill mattresses were chosen to grace the GLENWal Dream Home. The Parkhill mattress is constructed with a posturised inner spring construction, guaranteed against all structural defects for a period of ten years—they present a new kind of sleeping comfort and are guaranteed for complete satisfaction. The firm level support with the double buoyancy of a coil-on-coil that a Parkhill constructed mattress gives, will ensure the lucky Dream Home winner the necessary body support for a healthy, relaxing sleep.

Many other great furniture brand names will be featured in the Dream Home. Look for Victoriaville, and Imperial when visiting the Dream Home, for all products chosen for this Home have three important characteristics—quality and comfort and all sell at a price well within the average budget.

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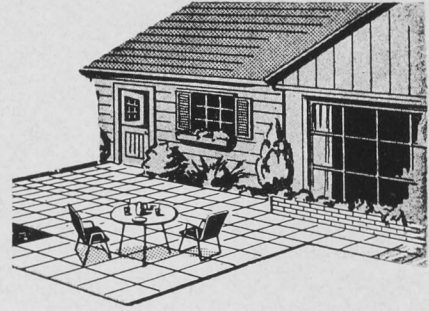
The  DREAM HOME

Exclusively Furnished by The Crescent Furniture Stores

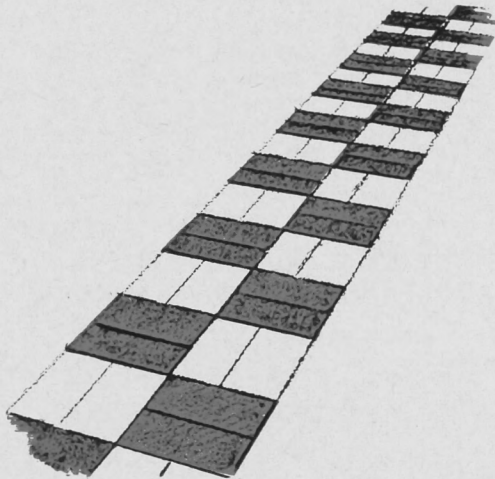
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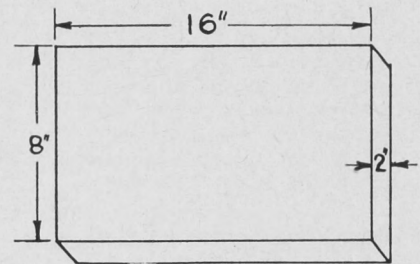
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Regina, Sask.

The Westinghouse

JUBILEE KITCHEN

INTEREST IN EVERY HOME seems to centre around the kitchen. In the GlenWal Dream Home, which will be displayed at the 1955 Regina Exhibition, the bright modern kitchen outfitted with latest in electrical appliances is more than the centre of attraction, it is the centre of living. Here the housewife does her cooking, her laundry, washes her dishes, stores her food, here the house is heated, and so many other jobs are done that today's home builders are finding it increasingly more important to plan kitchens with a maximum of efficiency for the housewife.

The choice of Westinghouse as the supplier of the Dream Kitchen is not surprising for it is Westinghouse, a name of value and products built for performance, who in 1955 are featuring the colored kitchen. Probably the most important part of any kitchen is the range and here we have chosen the Westinghouse Imperial 30, a range giving the luxury of big range features but compact in size and at a very reasonable price. This Westinghouse range features complete automatic oven cooking with the single dial oven control and signal light and a four in one automatic timer. The miracle sealed oven is really king-sized, with room for two turkeys or ten loaves of bread. For surface cooking convenience, there are color glance controls and the "Super Corox" unit that gets red-hot in 30 seconds. You will also be thrilled with the look-in oven door, the automatic appliance outlets, and the giant easy roll storage drawer, platform light, and titanium porcelain platform.

The second feature of the Jubilee Kitchen is the Westinghouse PH-80 electric refrigerator featuring automatic defrosting at the push of a button. This full 8 cu. ft. refrigerator is only 24 inches wide and would be ideal for not only the average home, but for homes with kitchens small in area. It freezes and stores 39 pounds of frozen foods and ice in full width freezer and cold storage tray. Its handy snack shelf can be removed for extra space necessary when tall bottles are being stored. The vegetable humidor stores a full one-half bushel and its deep full-width shelves-in-door provide bonus egg and bottle storage.

No Dream Kitchen of today would be convenient if it did not feature automatic laundry equipment and we feel that the most preferred laundry equipment on today's market is the new Westinghouse Laundromat and Clothes Dryer. These two handsomely designed laundry twins will be the envy of everyone visiting the Dream Kitchen. The Laundromat features the agi-tumble action, agitating for cleanliness, tumbling for gentleness, and a lift-away action for thorough rinsing. The clothes dryer cuts ironing time in half! Clothes are dried so fluffy and wrinkle free that many are ready for use immediately.

We are proud to feature Westinghouse and if after visiting the GlenWal Dream Home you would like a more comprehensive display of Westinghouse appliances, visit the appliance floors of your Crescent Furniture Stores.

To complete a Dream Kitchen we chose the Youngstown steel kitchen to give the extra styling with go-together colors that have made Youngstown Kitchens the choice across the continent. Yes it is true, Youngstown for 1955 have a great variety of equipment as well as colors that will go together for the most discriminate taste. In choosing Youngstown we have given our approval to a kitchen which in 1955 has been chosen in dream homes across the nation and a kitchen which is the choice of Canada's largest home builders. We suggest you see the GlenWal Dream Home and more particularly the harmonious presentation of its kitchen, made possible by Youngstown.

A Fur Coat for the Lucky Lady

YES, IT IS TRUE! Western Furs of Regina have been chosen to present to the lucky lady who will shortly live in the GlenWal Dream Home, a beautiful fur coat. And probably there is nothing that would set off the Dream Home Award more appropriately than a fur coat from Western Furs, Saskatchewan's and Western Canada's largest furriers. A fur coat from Western will make her the envy of all.



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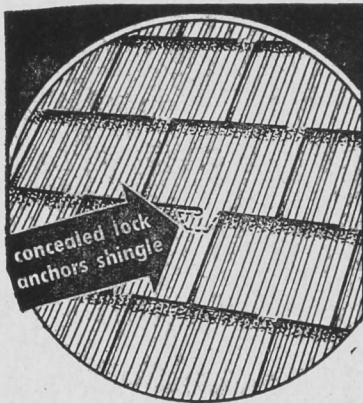
Gordon M. Heenan
Photographer



at the 1955 Regina Exhibition

Roofing by . . .

BLONDIN



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*Square-Tab Beauty!
Wind-Safe Design!
ONE roof shingle
has them BOTH!*

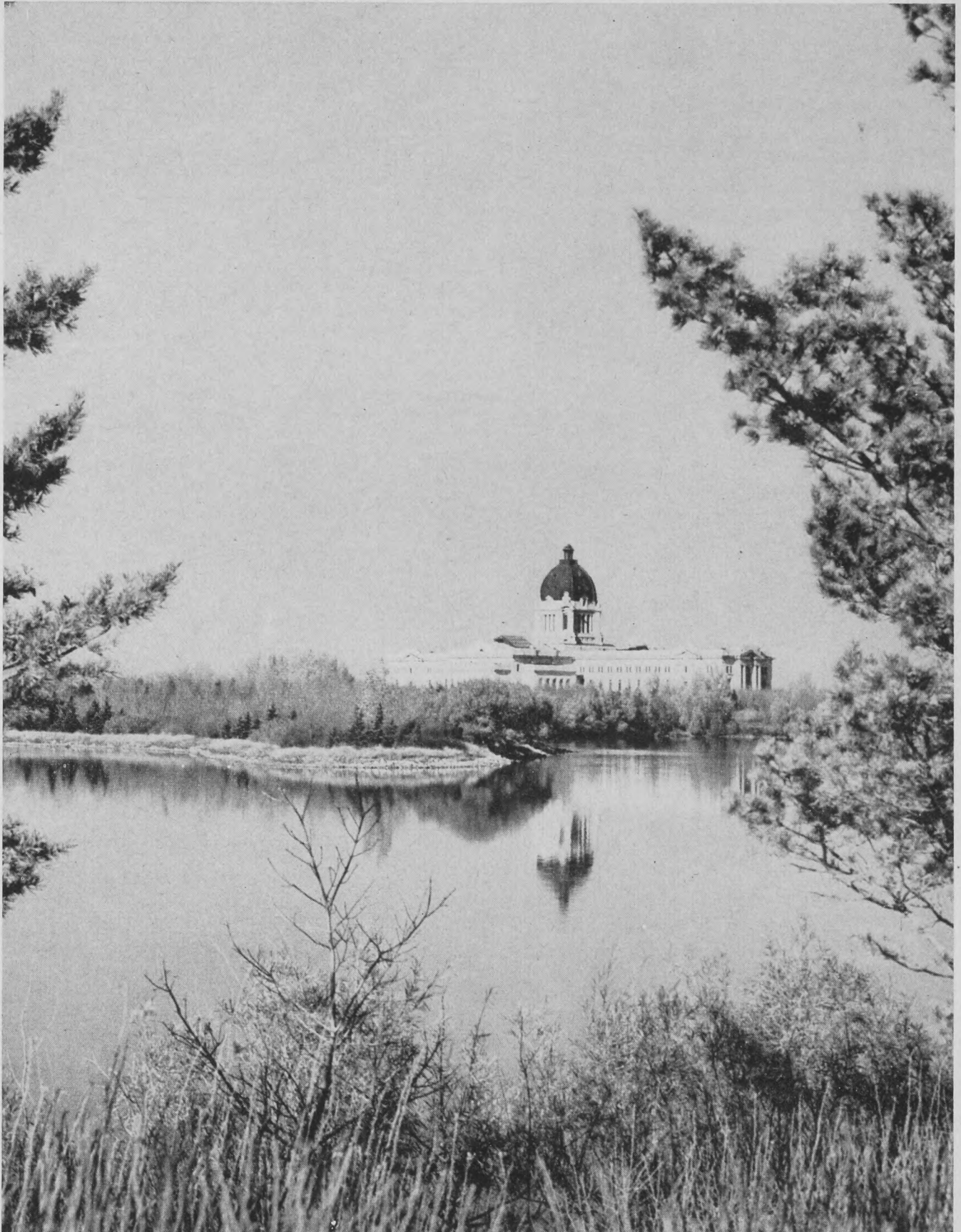
Here's a revolutionary new roof shingle — a combination of self-locking wind safety and quality square tab design. Ingenious, built-in, wind-lock anchors each Lok-Tab at centre of butt. Rich shake texture . . . asphalt economy and fire-safety . . . many decorator colors to choose from. The cost? Surprisingly low.

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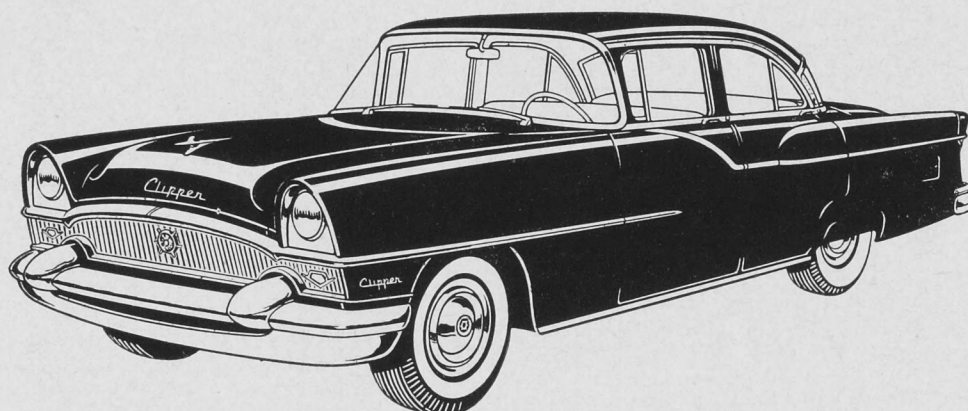
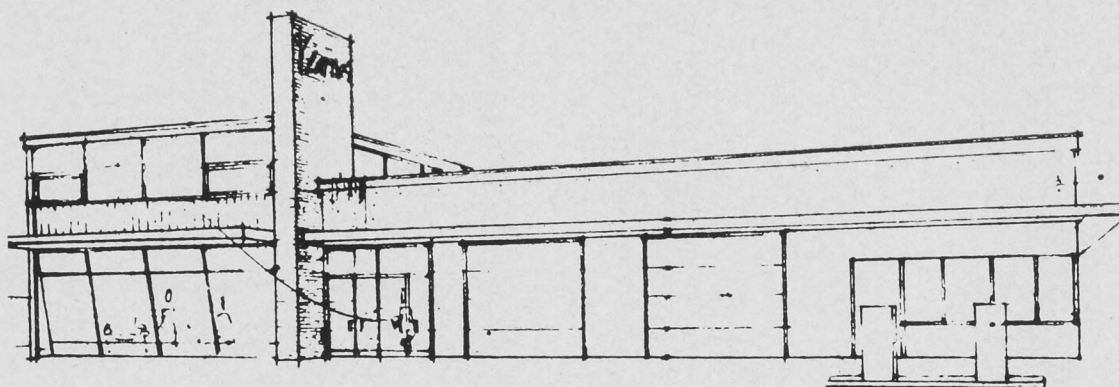
**316 Avenue A. South
Saskatoon, Phone 27101**

A jubilee is a time when we straighten our backs from the toil of the day, bend our heads in prayer and thanksgiving, kick up our heels in song and dance, and write down the achievements of the past so that people of the future may know why so much laughter and learning came out of Saskatchewan in 1955.



The Legislative Building and Wascana Lake in Regina.

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... A Dream Car*

Distinctive . . . daring . . . different, the
Packard for '55 adds the final perfect touch
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Here is an exciting new adventure
in fine car design. The Packard
Clipper Deluxe carries the unmis-
takable imprint of superb crafts-
manship, from the sweep of its
fine styling to the mighty, power-
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you'll drive pridefully for years to
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"Calendar of Events"

SASKATCHEWAN'S GOLDEN JUBILEE

July 15th - November 15th



July

14-15	"C" Fair	GRAVELBOURG
15	Jubilee	BETHUNE
17	Day of Prayer	PROVINCIAL
17-19	Jubilee	BATTLEFORD
17-23	Jubilee	MELFORT
17 Aug. 10	Jubilee	NORTH BATTLEFORD
18-20	Class "B" Fair	YORKTON
18-24	Co-op Com'wealth Federation	SASKATOON
19	"C" Fair	REDVERS
19-20	"C" Fair	UNITY
20-21	"C" Fair and Jubilee	DAVIDSON
20	"C" Fair	OGEMA
20	"C" Fair	ST. WALBURG
21	Jubilee	SHAUNAVON
21-23	Class "B" Fair	MELFORT
22	"C" Fair	SALT COATS
23-25	Jubilee	FORT QU'APPELLE
25-27	Class "B" Fair	LLOYDMINSTER
25-30	Class "A" Fair and Aberdeen Angus and Shorthorn Shows	SASKATOON
26-27	Jubilee	CRAIK
26-27	Jubilee	FOAM LAKE
26-27	"C" Fair	CARNDUFF
26-27	"C" Fair	SHAUNAVON
27	Jubilee	LUSELAND
27	Jubilee	KINISTINO
27	"C" Fair	ARCOLA
27-28	Jubilee	UNITY
27-Aug. 1	Excursion	CHURCHILL
28	"C" Fair	GAINSBOROUGH
28	Jubilee	STURGIS
28	"C" Fair	WAPELLA
29	"C" Fair	CORONACH
29	"C" Fair	MARYFIELD
29-30	Broncho Daze	WEYBURN
30	"C" Fair	KENNEDY
31-Aug. 3	Benevolent and Protective Order of Elks	SASKATOON
31	Bandurist Jubilee Concert	REGINA

August

1-6	Class "A" Fair and British Commonwealth Show	REGINA
2-3	"C" Fair	RADISSON
3	"C" Fair	CUT KNIFE
3	"C" Fair	ELSTOW
3	"C" Fair	PADDOCKWOOD
3	"C" Fair	SILVER STREAM
4	"C" Fair	BEECHY
4	"C" Fair	PERDUE
4	"C" Fair	TANTALLON
5	"C" Fair	INVERMAY
8	"C" Fair	PUNNICHY
8-10	National Defence Employees Association	SASKATOON
8-10	"B" Fair	NORTH BATTLEFORD

August—Continued

10	"C" Fair and Jubilee	NOKOMIS
10	"C" Fair and Jubilee	SOMME
10	"C" Fair	TURTLEFORD
10-12	Canadian Postmaster's Ass'n	REGINA
11	"C" Fair	ABERNETHY
11-13	"B" Fair	PRINCE ALBERT
12-14	Mid-West International Trapshooting	REGINA
14	Jubilee	WASKESIU LAKE
15-17	Canadian Institute of Sanitary Inspectors	WASKESIU
15-19	Jubilee	AYLSHAM
16-17	"C" Fair	NIPAWIN
17	"C" Fair	ROSTHERN
17-19	Sask. Embalmers Ass'n	SASKATOON
21-27	Open and Lobstick Tournament	WASKESIU LAKE
24-25	Sask. Horticultural Society Convention and Provincial Fruit and Honey Show	NORTH BATTLEFORD
30-Sept. 3	Canadian Association of Administrators of Labor	REGINA

September-December

The Whole Season up to and including		
September 15—Fish Derby	WASKESIU LAKE	
3-5	National Ass'n Stagette Clubs	SASKATOON
6-9	Canadian Federation of Hatcheries (Western)	SASKATOON
12-14	Canadian Veterinary Ass'n (National)	SASKATOON
15-17	Gyro District Convention	REGINA
18-21	Canadian Institute of Mining and Metallurgy	SASKATOON
24	"C" Fair	MOOSOMIN
30-Oct. 1	Quota Club Convention	SASKATOON

October

2-8 Tentative	Can. Institute of Forestry	SASKATOON
5-7	Saskatchewan Feeder Show	MOOSE JAW
20-22	Black Hills Passion Play	REGINA
24-26	Black Hills Passion Play	SASKATOON
26	"C" Fair	GRENFELL
28-29	Saskatchewan Insurance Agents Association	SASKATOON

November

1-12	Saskatchewan Wheat Pool	REGINA
3-5	Amateur Athletic Union	SASKATOON
15-18	Western Weed Control Conference	REGINA

This is Saskatchewan . . .

A sea of weaving grain, golden in the September sun, is the traditional heart of Saskatchewan. During 1954, oil companies invested an estimated sixty millions in Saskatchewan's new harvest of liquid gold. From panning for gold to the click of the geiger counter, prospecting in Saskatchewan's north has grown to a multi-million dollar industry.

Saskatchewan's forest wealth of furs, fish and timber constitute an important part of her resource development and industrial growth.

Great northern pike, lake trout, pickerel and the Arctic grayling test the angler's skill in Saskatchewan's northern waters.

Fall! Tang of wood smoke, riot of yellows, reds and browns, and wild birds winging south. "Good hunting" belongs to Saskatchewan—from hungarian partridge to pronghorn antelope, from mallard to barren land caribou.

In Saskatchewan's southern parklands are seven Provincial Parks, each set in wooded lake country, and each offering fine accommodation and all the recreation one might expect to find at any summer resort.

May your Saskatchewan adventure bequeath you memories of pageantry and music . . . of laughter and learning . . . of the friendliness of prairie people and the freedom of prairie skies!

This Saskatchewan of Ours

1905
1955
SASKATCHEWAN
GOLDEN JUBILEE



Saskatchewan Harvest



The Bessborough Hotel, seen through an arch of one of Saskatoon's many bridges.

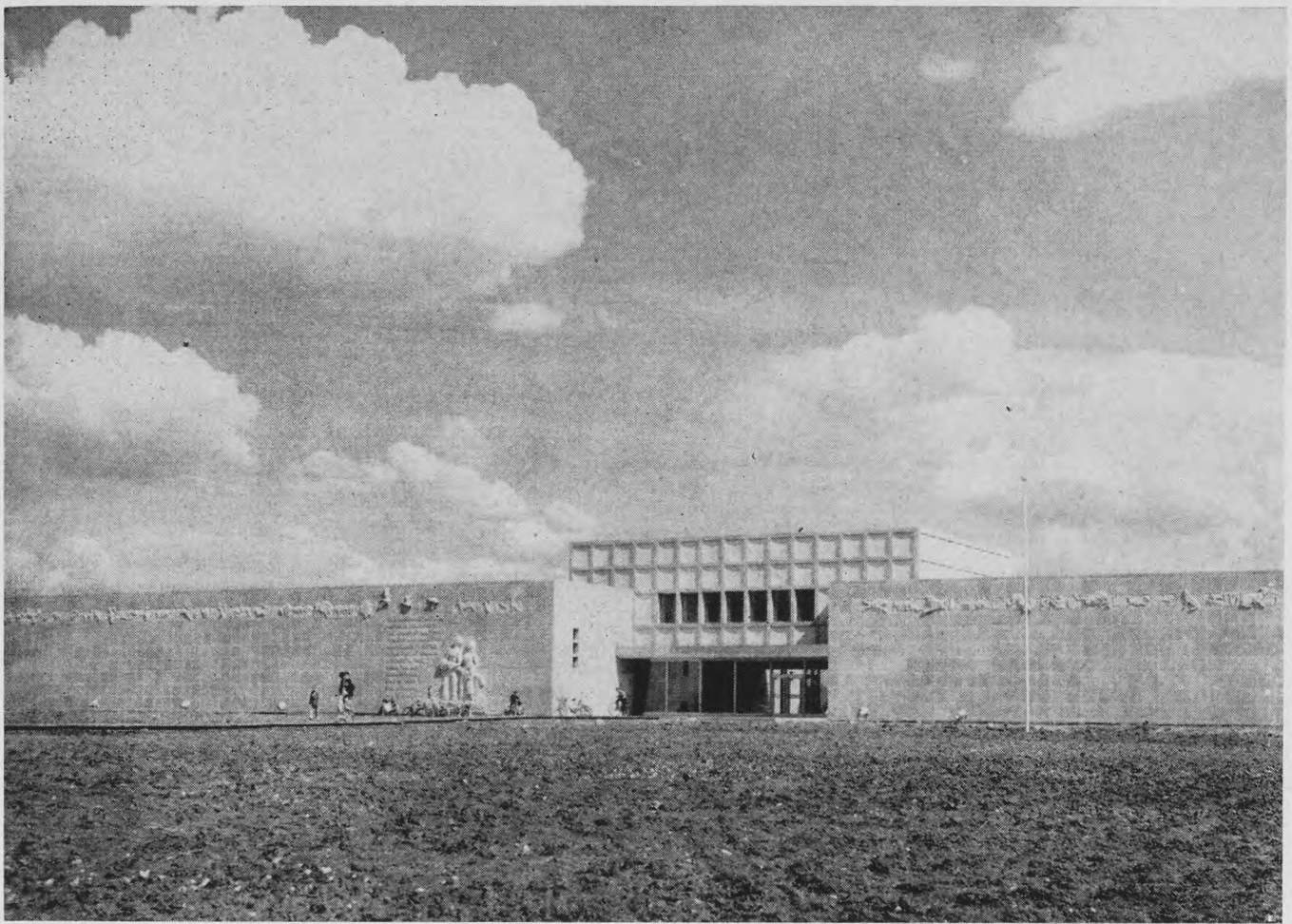
SASKATCHEWAN . . . at *Mid-Century*

TAKE A MAP of North America and, with a pair of scissors, cut out a segment in the northwest central portion. If you follow on the south the 49th parallel of latitude; in the north the 60th parallel; on the west the 110th longitude line, and in the east the 102nd longitude line, you will have a neat, sizable chunk of Western Canada called the Province of Saskatchewan. No province in Canada has such trim, straight boundaries, a model of perfection for the surveyor, unhampered by delicate, historical conflicts of the shifting, twisting contours of watersheds and inlets. From top to bottom the distance is 761 miles, and the average width is 335 miles. The total area is 251,700 square miles, larger than the United Kingdom and Germany combined, with Belgium thrown in for good measure. Whisper it not in the streets of Houston, but it is almost as large as Texas! Saskatchewan forms the middle of the large Western Canadian sandwich, with

Alberta, backed by the Rocky Mountains to the west, and Manitoba, backed by the Hudson Bay to the east. Southward lie the States of Montana and North Dakota, and northward the huge District of Mackenzie, part of the Canadian Northwest Territories.

From its straight boundary lines one might suspect that Saskatchewan does not represent a single geographical region. The southern portion is part of the Great Grass Plains of North America, while the Northern section is part of the Canadian Precambrian Shield. Within these areas are smaller distinctive and transitional regions producing a vast variety of landscape—flat, prairie lands, broad river valleys, rolling lands and hills, park belts, heavily wooded district, rock expanses studded with lakes and interlaced with rivers, and muskeg patches covered with deceptive moss. A small section of the north and west drains into the Mackenzie River system which

empties into the Arctic Ocean, while a tiny area in the south slopes into the Missouri River basin and its waters find their way to the Gulf of Mexico. The greater portion of the province drains into the Hudson Bay through the Churchill, Assiniboine-Red, and Saskatchewan rivers. It is the Saskatchewan River which gives to the province its name. This river has a North and South branch which, along with its main tributaries, have their origin in the Glaciers and eastern slopes of the Rocky Mountains. The North and South Saskatchewan unite in a single channel within the province. This flows into Lake Winnipeg and thence reaches Hudson Bay through the Nelson River. The name Saskatchewan comes from the Indian Cree language and means "swift flowing". The name is not inappropriate for the river, or for the history of the region during the last fifty years, since it became a province of the Dominion of Canada.



The Saskatchewan Museum of Natural History, opened in the Jubilee year, in honour of our pioneers.

The course of Saskatchewan history was predetermined in part by geological factors. The Precambrian Shield, with its fringe of palaeozoic sedimentary rock, occupies about a third of the province, lying at an elevation of from ten to twelve hundred feet. Within the Shield were found the deposits of gold, silver, copper and zinc essential to our industrial and commercial age, and more recently uranium, the precursor of those still more precious elements essential in the age to come. Further to the south the precambrian rock was overlaid with successive sedimentary strata bearing the evidence of the contemporary biological development. This overlay reaches an elevation of thirteen hundred to seventeen hundred feet, with some points even higher. Within its depths have been found sodium sulphate deposits which tell a story of ancient shallow seas, and more recently,

pools of oil and volumes of natural gas, compressed vestiges of a once lush vegetation. On its surface this vast cushion of sedimentary rock appears tilted eastward. Running diagonally from southeast to northwest is a low scarp called the Missouri Coteau. In the distance it appears like a faint blue line and marks the rise of the prairie level from one steppe to another.

The surface of the prairie also shows unmistakably the marks of glaciation. Four ice ages, and possibly five, with their advance and retreat, have left a complicated history of change, not as yet completely unravelled by those super-sleuths of the past, the geologists. To the ordinary historian, however, certain aspects of importance are obvious. Three large clay plains, Indian Head, Regina and Rosetown, which are the great wheat producing areas of the province, are the old drainage basins of glacier lakes.



Saskatchewan (in outline) is a neat, sizable chunk of Western Canada.

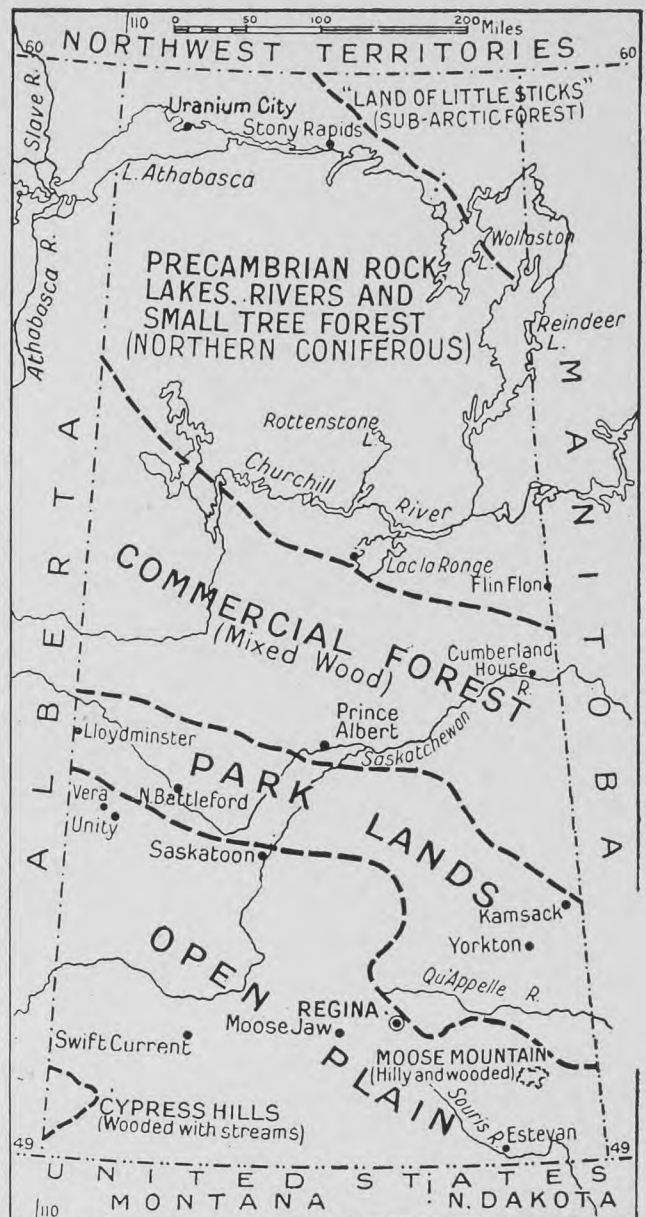
A. E. Davey

The broad Qu'Appelle Valley is the former outlet of water from the retreating ice. Remnants of chains of lakes show other outlets. Here are deep coulees, there are sandy graduated slopes, elsewhere are found hummocks, scattered rocks and boulders. All these are silent but eloquent witnesses of the past. To the farmer of the present, the quality of his land, whether heavy clay or sandy soil, whether free from rocks or cursed with too many, whether level, rolling or hilly, depends on the grinding forces and processes once produced by long vanished glaciers.

Broadly speaking, there are five types of soil which are found in great, irregular bands extending in a southeast-northwest direction across the province. In the southwest is the area of brown soils; north and east of this is the belt of rich dark brown soil. Farther north is a band of fertile black soil which gradually deteriorates into a black soil less productive and this in turn gives way to a prevailing grey wooded podzol of little agricultural value.

In the southern part of the province the plains are treeless except along the banks of streams and in a few particular favoured spots. Since the railway first passed through this area, and this was the heart of the wheat belt, the picture of Saskatchewan as a bald prairie has emerged as a stereotype. The treeless prairie covers only about one-third of the province. North of this is a pleasant parkland where the poplar tree predominates. Still farther north is a forested area of some 136,000 square miles. While the grasslands have produced the greatest wealth of the province and contain the largest part of the population, Saskatchewan represents one of the big forested areas in the Dominion.

The vegetation of the province depends not only on soil but also on moisture and temperature. The climate is continental in character, ranging from very cold in winter to decidedly hot at the height of summer. This simplification, however, does not do justice to a topic which is of absorbing interest in the province. In the all-important matter of precipitation the average rainfall in the south and west is twelve to fourteen inches. It tends to increase by another four inches, proceeding south to north and west to east. Precipitation in the form of snow increases almost



The Saskatchewan cuts its way through the plains.—R.C.A.F.

uniformly from about 25 per cent in the southwest to more than 40 per cent in the extreme northeast. The fluctuations in rainfall and its distribution throughout the year are of crucial importance to agriculture. The production of hard wheat would be impossible if the rain was too abundant, it is very difficult if it is too scanty or does not come at the right times. June is the month, after the wheat has been planted and before the hottest weather begins, when the chief rains are looked for. At that time great masses of warm moist air are generally swept over the interior plains of America. When they meet the polar currents they are forced upward. Being thus cooled the moisture in the air is condensed and falls as a steady, driving rain which sometimes lasts for two or more days. After the cool, moist days of June the weather suddenly jumps into the long, hot brassy days of July. Vegetation fairly leaps into growth. The after-rains are usually brief, heavy showers precipitated from thunder-headed clouds. In August the days, though sunny and bright are cooler and by September the farmer and domestic garden sniff the clear evening air to detect the first warning signs of frost.

MILESTONES OF PROGRESS



50 Years of continuous building in Saskatchewan

We are pleased to be associated with the celebration observing Saskatchewanans . . . Jubilee Year as it is our Jubilee too.

In 1905

*We built the City Hall
in Regina*



In 1955

*We are building the City Hall
in Saskatoon*

1897 **SBW** 1955

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REGINA . . . SASKATOON . . . VANCOUVER





Lake Waskesui in the Prince Albert National Park

Over the plains region of Saskatchewan winds seem to blow almost continuously. Bending the grass and swaying the wheat, they bring a touch of coolness on hot days, and in the zero weather of winter they make the cheeks tingle with hard, icy slaps. In a dry season they catch up the loose soil and carry it for miles in a sort of dark, foreboding cloud, while at other times they bring the slanting penetrating rain which is the indispensable nourisher of all crops. The wind stimulates to action and when it ceases to blow a restful hush descends on the land, but rarely for long.

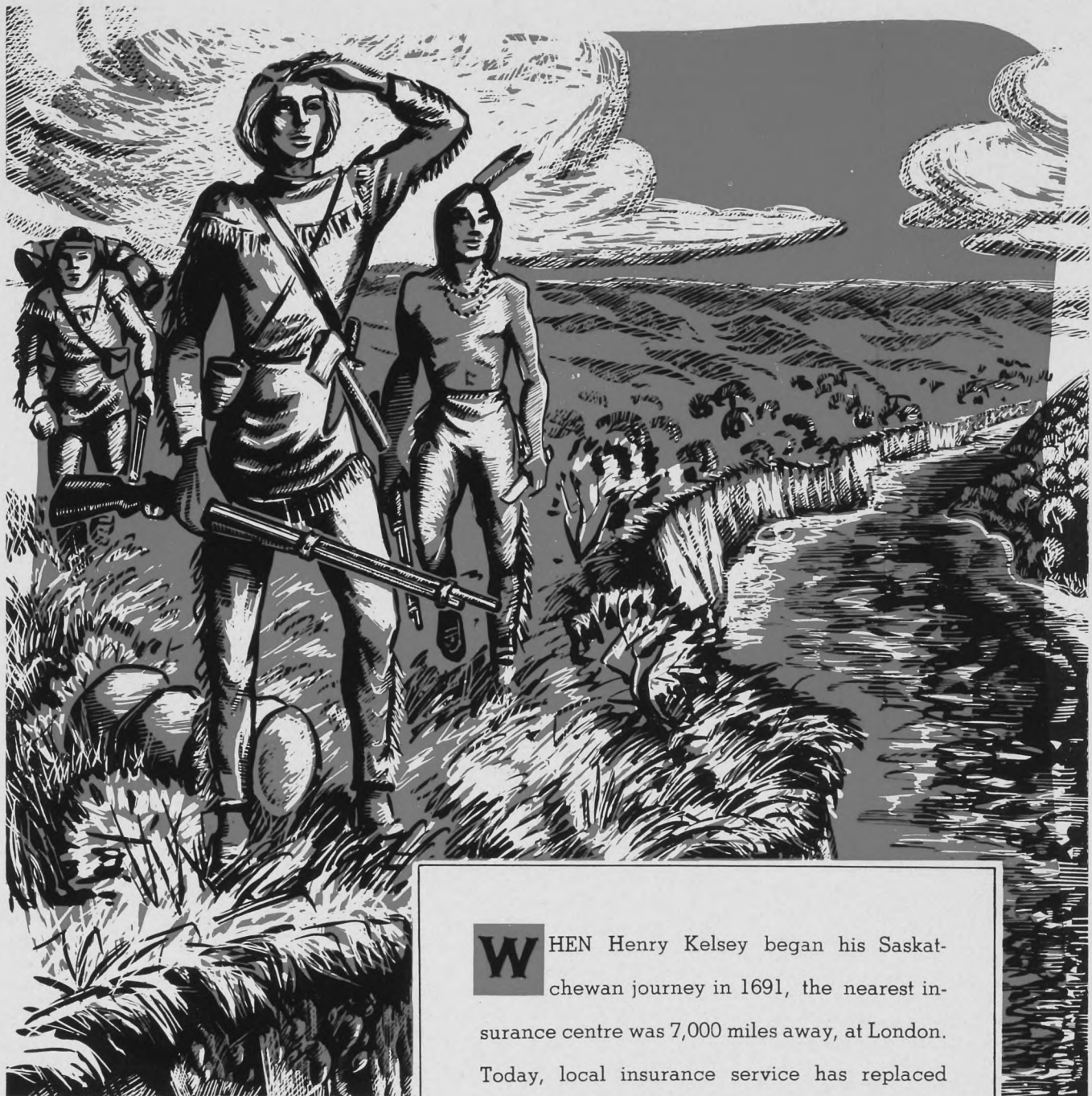
On the whole, the climate of Saskatchewan is dry, sunny and vigorous. It has its moments of unforgettable exasperation and its periods of deep, memorable pleasure. No one who has lived long in Saskatchewan can forget the sudden furious hailstorm in the summer, a blinding blizzard in winter, or a choking dust storm in spring. Nor can he forget the first, frosty sunlit days of autumn, the bright hours of July when all nature fairly pulsates with life and the heat of the day slowly diminishes in the long cool twilight, or the dazzling

whiteness of a winter morning under the tremendous vault of a blue sky.

In the vast area of Saskatchewan, land, vegetation and climatic conditions favoured certain forms of wild life. These produced their own rough balance in the struggle for survival. In the far north on the tundra fringe were the caribou herds attractive to wolves. In the timber belt were beavers, bears, foxes, mink, otter, muskrats, wild cats and moose. In the parklands were deer, rabbits, squirrels, and animals found also in the north. On the grasslands were buffalo, antelope, jack rabbits, coyotes and gophers. Throughout the area, with one or two exceptions in the south, fish abounded in the rivers and lakes. A great variety of wild birds passed back and forth, breeding in grass, swamp and forest. At the very beginning man lived like a parasite on wild life. It was only in comparatively recent times that he began to alter significantly the habitat of this wild life and thus to interfere in the primordial ecology.

The history of man's first coming to Saskatchewan goes back a long

way. How far, no man can yet be sure. The first definite date that has been established in Saskatchewan archaeology by the recently devised carbon 14 test is approximately 1,400 B.C. Thus the Indians in southern Saskatchewan were already establishing their culture there before Moses led the children of Israel from the land of Egypt. Thousands of years before this the Indians were following the retreating ice front where the moist air and lush vegetation attracted the animal life essential to the Indian way of life. The story of these thousands of years is yet to be uncovered by the archaeologist's spade. Because of the lateness of the ice age in this part of the continent, Saskatchewan offers the largest field in the Great Plains region of North America for archaeological research. The overlay of material is thin as compared with other regions. In the jig-saw puzzle of the earliest human life on the North American continent, several essential pieces are still to be found in this province. Artifacts abundantly scattered over the surface have already attracted local ama-



WHEN Henry Kelsey began his Saskatchewan journey in 1691, the nearest insurance centre was 7,000 miles away, at London. Today, local insurance service has replaced the "long-distance" insurance of the past. In Saskatchewan the successors to Henry Kelsey are turning more and more to the Saskatchewan Government Insurance Office for protection designed right in their own province to suit their own needs.

GOVERNMENT INSURANCE SERVES *Saskatchewan*

teurs and miscellaneous collectors, but scientific investigation is just beginning.

The modern history of Saskatchewan begins some four hundred years ago when western Europe began to establish its permanent connection with the American continents. So far no evidence establishes a link between the earlier Viking exploration and settlement of the northeast coast and the far interior which is now Saskatchewan. The penetration which did establish the link came from two directions, through the Hudson Bay under the drive of the English and through the St. Lawrence and Great Lakes under the initial push made by the French.

It is significant that Saskatchewan became distantly connected with Europe in the period when European civilization itself was undergoing continuous dynamic changes, including a series of technological revolutions. Great European wars and diplomatic bargains controlled the fate of far-off lands, including the valleys of the Saskatchewan rivers. Political conflict, especially in Great Britain, involving the power of kings, parliaments, and people, established trends, precedents and law which ultimately laid down the framework of government transferred to this land. The religious movements and organizations of Europe were carried here by devoted men. The economic life of Europe reached out to connect itself with the resources of the new land, and even changing fashions in clothing and in food had repercussions on our economy. New technological achievements were quickly transferred and adopted.

The first phase of history in terms of European expansion involved exploration and making good the claims of political ownership. This conflict ended with the successful assertion of English control at the expense of the French, their immediate rivals.

In order to derive some benefit from the vast northern interior of the continent the English decided to give to a company the right to develop the fur trade with the Indians in exchange for English goods, and to govern the land to the extent required by such scanty and far flung connections. In 1670 the Hudson's Bay Company was chartered and for the next two hundred years, held sway over a vast area, of which Saskatchewan was only a part.



We Who Grew With

Saskatchewan

Feel a Great Pride When

We View the Part We

Played in the Growth of a

Great Province

Congratulations Saskatchewan

From

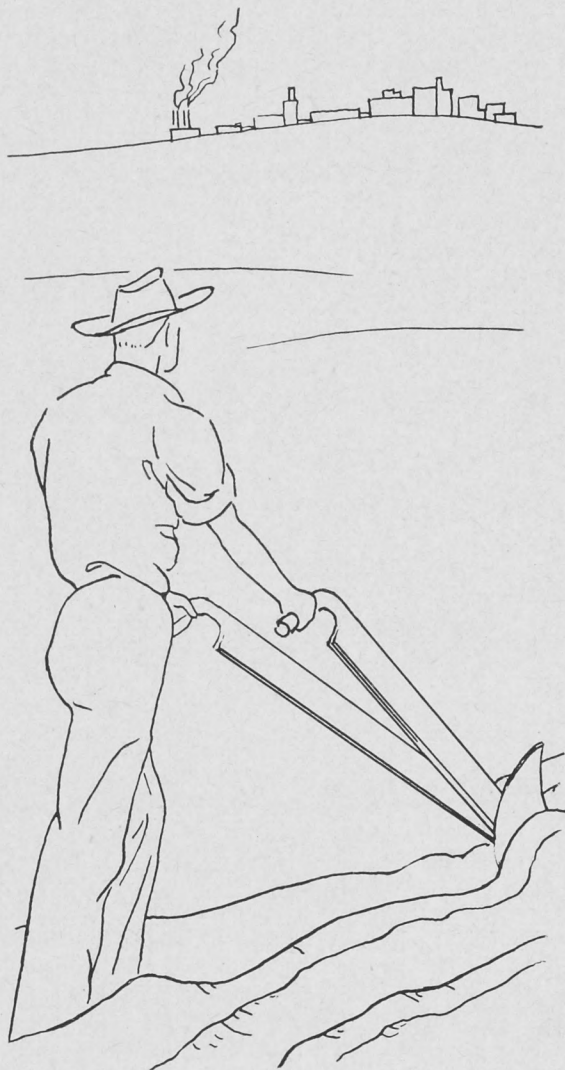
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GENERAL CONTRACTORS — PIPE LINES
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A Proud Past . . .



Saskatchewan—celebrating 50 years as a province—is on review! The fruit of pioneer labor has ripened and fertile fields which first yielded to plodding oxen and walking plows have made Saskatchewan a proud and prosperous province. The pioneers had faith in their new land and in their own ability. This faith has been vindicated in the great towns and cities which have raised above the ruins of sod shacks and in the endless ribbons of steel which criss-cross the province, following the trails marked out by oxen and men on foot.

Growing pains were inevitable in this new land. Available facilities were not always adequate for the rapidly expanding and prospering young country. The Saskatchewan Wheat Pool was born of these growing pains in 1924 and has grown up with and contributed to the growth of the province. The pioneers, when they arrived, were faced with unknown hardships in a strange country. The struggle against such odds weeded out all but the most self-reliant and determined and the province has been stronger because of its pioneer stock. The men who pioneered the Wheat Pool system of grain handling were also determined and self-reliant. They knew what they had and weren't happy with it. But, they knew what they wanted and had the courage to build it. From their efforts the Saskatchewan Wheat Pool with more than 100,000 farmer-owners has become a force for the farmer in the land.

. . . and a Greater Future

SASKATCHEWAN WHEAT POOL

For Co-operative Grain and Livestock Marketing

HEAD OFFICE

REGINA

The organization of a great Fur Kingdom, with ownership and control in England, with base in the Hudson Bay, and with lines of communication extending inland a thousand miles is a story of great fascination. The northern part of Saskatchewan was one of the sources of fur, the southern part furnished buffalo meat essential in the provisioning of fur forts and the feeding of those amazing voyageurs, Indians, Whites and Half-breeds, who paddled the heavily laden canoes filled with merchandise on the outward trip and with furs on the return. Beaver was the fur king of the New World, whose fine pelt made the glossy high hats worn in the royal and fashionable circles of the Old World.

The Fur Kingdom could not endure indefinitely. Not only did fashion in hats alter but new political and technological changes were under way in the nineteenth century which were to reduce furs to a minor part in the country's economy and to bring about a radically different governmental arrangement. The industrial revolution in England profoundly altered its position relative to world trade.

Imports of food became of increasing importance while steamship and railway made possible the penetration of continents at a greatly accelerated speed. Potential food producing areas began to assume a new significance. At the same time English ascendancy on the seas made less necessary direct political control over certain lands. Thus British North American colonies were encouraged to establish a Confederation in Eastern Canada in 1867 and were given a definite hope of acquiring the vast lands in the West ruled by the Hudson's Bay Company. The transfer of this land took place in 1870. Thus was ushered in the second phase of Saskatchewan history when the area was part of the territories under the control of the Dominion of Canada.

The territorial period lasted from 1870 to 1905. This was a transitional period in which the area was transformed from an essentially fur trading base, dominated by a few traders, organized into a vast and ingenious system of exchange, serving a small segment of British economy, into an agricultural area capable of immense production,

linked by rail and steam, with Eastern Canada, Great Britain and the world markets. In 1870 the population was mainly Indian and Half-breed, as mobile and shifting as the immense herds of buffalo which they followed, with a few scattered whites. By 1905 the Indians were largely restricted to specific reservations and the first wave of white immigrants were already spreading out over the plains. In 1870, the Canadian government had to work out a new framework of administration suitable for a vast, sparsely populated area over a thousand miles away from the central capital. By 1905 the people in the territories had already claimed and won a considerable share in the government of their own area and were ready to assume the full responsibility of provincial status. In these thirty-five years an immense amount of pioneering work was achieved. The building of a railway was only a beginning. One thinks, for example, of the hard slogging and highly competent work performed by surveyors and their assistants who tramped literally thousands of miles measuring off the millions of acres,



Overlooking the Qu'Appelle Valley in southern Saskatchewan.

1931

1955

SHERWOOD CO-OP'S SILVER ANNIVERSARY

25 Years of Progress

From 130 members and sales of \$31,473 to 19,000 members and sales of over \$4,000,000

1931 Sherwood Co-operative Association, organized to secure petroleum products. Incorporated under Provincial Legislation.

1935 Sherwood active, with other co-operatives in Southern Saskatchewan, in building the Co-operative Refinery.

1940 Service Station built at 1916 Albert Street. Coal Yard at 2828 North Railway Street taken over.

1942 Hardware Store opened at 2607 - 12th Ave. Moved to 1928 Albert Street in 1943. Lumber and Builders' Supplies handled. Lumber Yard at Angus Street and Tenth Avenue purchased in 1944. New Office and Display Building erected in 1954.

1944 Sherwood's First Grocery Store opened at 1930 Albert Street. Moved to larger premises at 1956 Albert Street in 1946.

1947 First Co-op Drug Store in Canada opened at 1952 Albert Street.

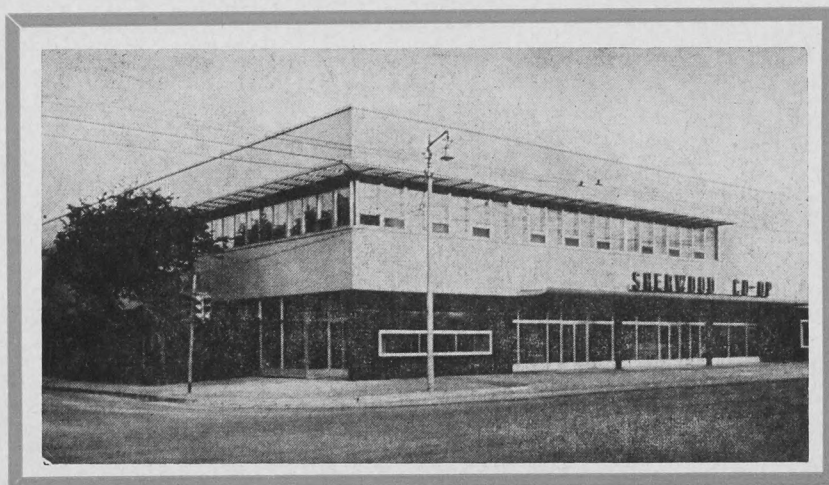
1948 Locker Plant opened at 1956 Albert Street.

1952 Dewdney Grocery and Service Station opened.

1954 From 1935 to 1954 Sherwood rented facilities from the Co-op Refinery from which to distribute petroleum products. In 1954 a new Bulk Petroleum Plant was built at Winnipeg and Ninth Avenue North.

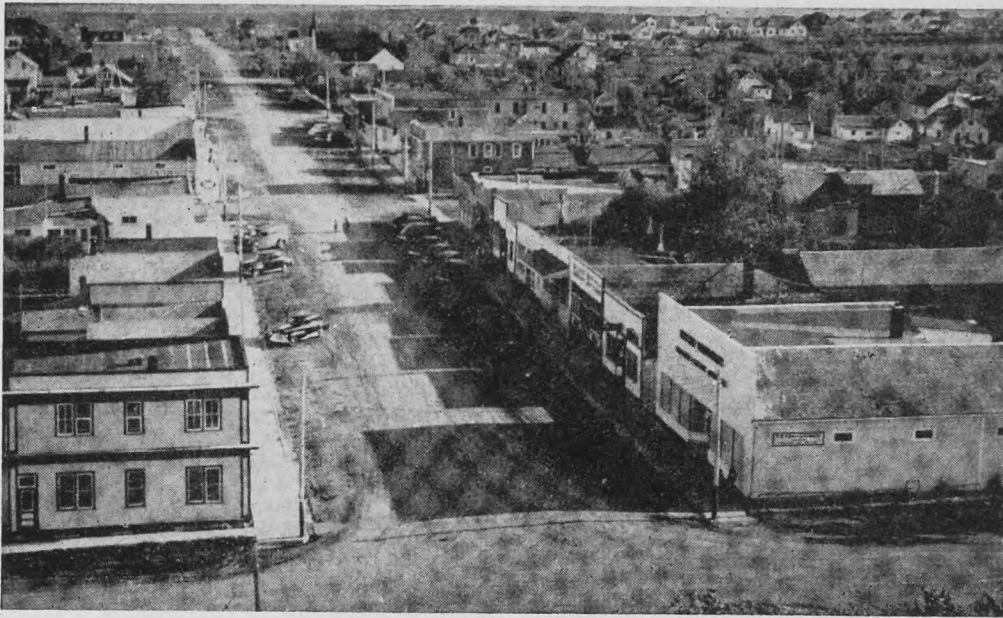
1955 Service Station at Albert and Twelfth rebuilt, doubling previous facilities.

Ultra-modern two-storey building completed at Albert and Victoria.



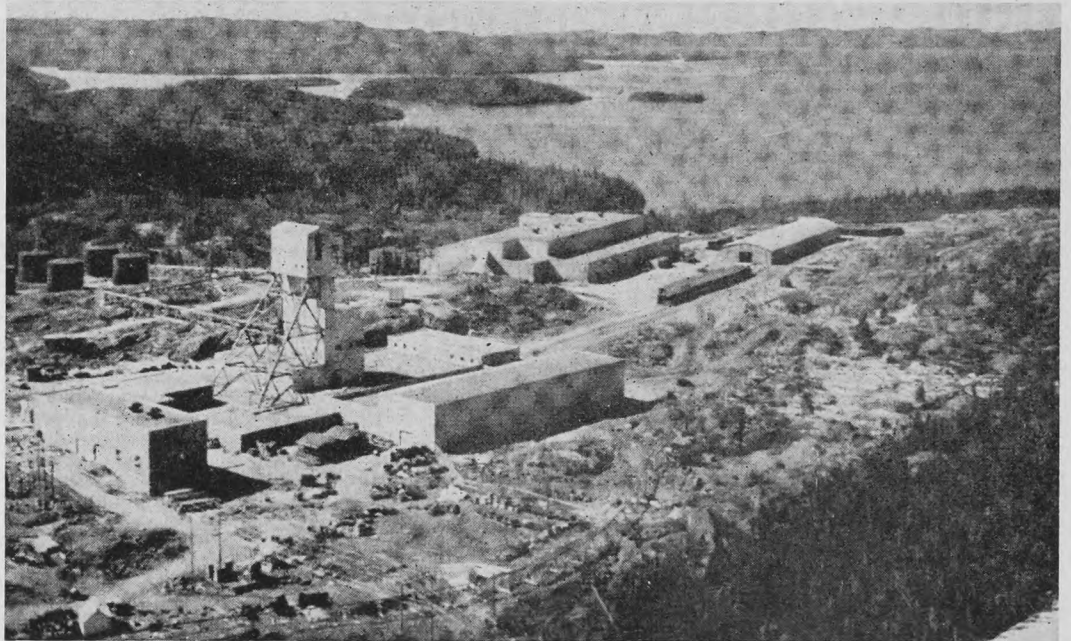
Sherwood's New Store and Office Building

*Growing with
Saskatchewan*



A town in prairie Saskatchewan. The typical social centre is the small town or village.

Mining at Beaverlodge. Fay production shaft in foreground, surrounded by the mining plant. Oil storage tanks are at left, the large structure behind the mining plant is the concentrator, and to its right is the main warehouse.



chain upon chain. Other professional men arrived, engineers, lawyers, doctors, druggists, teachers and preachers, to lay down the basic organizations upon which a modern society rests. Without this basic organization the swift development which occurred after 1905 could not have taken place.

The transition did not occur without friction, sometimes between the spokesmen for the local population and the administrators in Ottawa, and sometimes between the different elements within the area itself. On the whole the transition was made without serious difficulty and with marked good sense, toleration and respect for law. There was, however, one exception. The sudden and complete disappearance of the

buffalo in the early eighties produced a major crisis for the Indians and Half-breeds and had repercussions on the white administrators, sympathizers and traders. The authorities at Ottawa did not fully realize the acuteness of the emergency and failed to take adequate relief measures in time. A situation which might have been handled by local authorities with their usual good sense had they received emergency supplies for the distressed Indians and assurances of tenure and relief for the Half-breeds thus got out of hand. An armed uprising, which centered around the stormy figure of Louis Riel, supported by Half-breeds and some of the Indians, produced in 1885, a sharp thunder-clap and brief storm in the valleys

of the Saskatchewan. It was doomed to failure from the beginning, but the major military effort put forth by the Dominion government had reverberations far beyond Saskatchewan, though it did not stop the fundamental change overtaking the prairie lands.

For ten years after the uprising the continuing change was relatively slow, then gradually the tempo increased. Immigration from continental Europe, the British Isles, Eastern Canada, and the United States began to swell the population, especially after 1900. The problems of administration in the area became more complex and the need for independent revenue increased. The result was the establishment in 1905 of the Province of Saskatchewan,

Congratulations

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REGINA'S NATIONAL COMPANY

36 YEARS
OF PROGRESS
1919-1955



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President of
GENERAL FILMS LTD.
is proud to be associated
with Saskatchewan's
50 Years of expansion.

When the late H. A. Atkinson, together with his son, S.C. Atkinson, launched the little photo-finishing establishment known as Regina Photo Supply Company, in the spring of 1919, they may not have guessed that within 25 years their company would have extended its activities through its subsidiaries right across Canada.

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16mm Film Rental Library
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Canada's National Photographic Wholesale Distributor

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The Most Modern Canadian Plant for
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General Recorders Co.

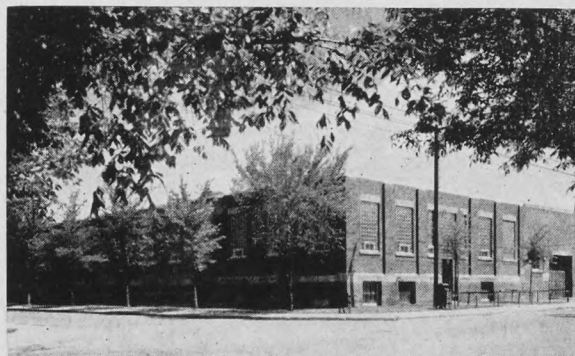
Tape-Riter - Photo-Copier - Duplicator

... a string of corporations of which both he and Regina can be proud. They are the only nationally operating companies which have Regina as the location of their head offices.

Truly may it be said that his, and Regina's influence extends from sea to sea.



1919



1955

GENERAL FILMS LIMITED

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carved in neat lines out of the huge territorial domain.

The transition from the status of Territory to that of Province in 1905 proceeded smoothly because there had already been established a measure of self-government. The British tradition of governments, strengthened by nineteenth century parliamentary development in Canada and the United States as well as in the British Isles, had likewise permeated the community. This tradition was characterized by lively debate, a healthy appetite for office and advantage, a willingness to compromise, and a respect for the law.

The last fifty years of Saskatchewan's history have seen phenomenal changes. In the first nine years the activity was almost feverish as farmers, merchants, speculators, bankers, professional men, administrators and the usual fringe of versatile, marginal folk were drawn into the business of setting up a sound and profitable society. In the War, 1914-1918, Saskatchewan revealed for the first time its amazing capacity for increased production of agricultural products, while at the same time contributing men to the armed forces. The ten years, 1919-1929, were years of adjustment and considerable expansion. Then came ten years of hard, and in some cases, almost anguished endurance of drought, pests, low prices, and international uncertainty. The challenge of these years was met not only by patient stoicism, but by ingenious remedial measures, political, practical and scientific. The Second World War saw even greater production in Saskatchewan and contribution of men and women, not only to the armed forces, but also to the expanding industrial centres of Canada. The period since the war saw Saskatchewan enter its second great period of expansion. Agriculture is still of primary importance, but is now being supplemented by development in mining and in secondary industry. The northern part of the province is beginning to assume greater significance and may indeed be the chief scene of the next major phase of provincial history.

Looking back over some fifty years of development since Saskatchewan became a province it is interesting to note something of the statistical record. The population of the province when it was established was 257,763; in 1951 it was 831,728. In 1905 the amount of land under crop was 2,104,583



1955 is a big year for the Province of Saskatchewan and for Westeel Products Limited.

Both are celebrating their 50th anniversaries.

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1903

**T. W. PEART, Founder,
came to Regina 1897
died 1943**

**Just two short years before
Saskatchewan was incorporated
as a Province**

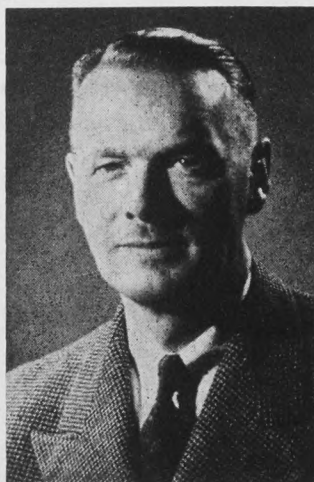
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1955

**J. W. PEART,
Son of Founder
Born in Regina**



acres; in 1952 the seeded acreage was 24,199,000. Wheat is the most valuable crop, the province producing two-thirds of all the wheat in Canada, as well as one-third of the country's oats and barley. In 1905, Saskatchewan produced 26,100,000 bushels of wheat; in 1952 the wheat crop yielded 435,000,000 bushels. Recent developments have raised the value of mineral production from \$253,000 in 1905 to \$50,000,000 annually. Oil is also of potential importance. Last year oil companies spent more than the entire value of mineral production in exploration and development of oil alone. Some promising fields have been discovered. The increased business of the province may also be indicated by the provincial budget. The first budget was approximately two million dollars, while the budget for 1953-54 was over seventy million dollars. Capital investment in the province in 1953 was close to half a billion dollars.

However, a community is something more than a bundle of statistics and there are a number of aspects of Saskatchewan development which give to the provincial community individuality and perhaps even the uniqueness of a special region in Canada.

The population is of mixed ethnic origin. The oldest group are the Indians, of which there are now some twenty-three thousand. A scattering of mixed Indians and white people form a small fringe who at one time were of special importance to the country as interpreters, guides, freighters and buffalo hunters. The English and Scottish were early arrivals. Later, those of British origin came direct from the British Isles or from communities of intermediate generations who had lived in Eastern Canada and the United States. Those of British origin are estimated around 352,000, being considerably less than half the population. The French-speaking, some 52,000, did not come in large numbers and are mostly from Quebec. The German element is fairly large, about 136,000. Many of these came by way of the United States. Some Scandinavians also came to Saskatchewan from Minnesota and the Dakotas. Some 62,000 people in the province are of Scandinavian origin. There are some 30,000 Netherlands. Among these are many Mennonites whose ancestors long ago left Holland to find a frontier home in East Prussia and in Russia, and who, after years of seeking a "promised land" found

refuge in Canada. The Slavs began coming to Saskatchewan in the late nineties; the first large group being the Doukhobors. The largest group among the Slavs are the Ukrainians, who number about 80,000. The Poles comprise about 26,000; the Russians, mostly Doukhobors, number around 20,000; and there are smaller numbers of Czechs and Slovaks. In addition to these considerable groups there are some 3,000 Jews, and communities representing nearly every country of Central and East Europe, Hungary, Greece, Lithuania, Latvia, Esthonia, etc. There is also a scattering of Asiatics, Chinese and Japanese, and a few Negroes.

A statistical picture of ethnic origins can be very misleading. In the case of Saskatchewan it is likely to be most deceptive. In no province of Canada, with the exception of Newfoundland, Prince Edward Island and Nova Scotia, have the people become more assimilated with respect to one another. The patches of color on an ethnic map are in reality mostly fused. The reason for this lies partly in the physical character of prairie settlement. No distinctive physical barriers separate one section from another, tending to create isolation. Increasing mobility has kept extending the range of contact. In this respect the motor car has had a major influence. The common school system was of the greatest importance in the early days, while the mass media of communication, radio and motion pictures, impinge now on every corner of the land. The evolution and severe crises in agriculture required co-operative effort by all, during which people learned to work together for simple and elementary needs and in the face of common peril. Service in the armed forces had the same result. The varied ethnic character of Saskatchewan's population gives additional colour and dynamic force to the life of the community, but there is no "racial" problem as such.

There is probably no province in Canada where the local press publishes so much foreign news. This is not only due to the fact that people of different ethnic origins retain interest in the fate of their ancestral lands but also because the wheat economy of the province is dependent on export trade and thus on the general stability of international relations. There is no "middle west" isolationism and the province has contributed through voluntary enlistment its share to

the armed forces, often, indeed, showing a preference for the navy.

Another feature of significance to the Saskatchewan community is the predominantly rural character of the Province. Regina, the capital has something over 70,000 population, while Saskatoon, the second largest city, has something less than 60,000. Moose Jaw has a population of some 25,000, while Prince Albert has about 18,000. The other four cities, North Battleford, Swift Current, Weyburn and Yorkton have between 7,000 and 8,000 each. Thus no city dominates the area. The typical social centre is the small town or village. While 252,400 of Saskatchewan's people live in towns or villages of over 1,000 population, 579,258 live in so-called rural areas.

The rural areas are highly mobile, as mentioned before. Thus the prevailing social atmosphere is one of great friendliness and intimacy. The rural life of Saskatchewan has neither the strongly conservative atmosphere of the traditional rural community, nor has it the sophistication associated with urban centres. Farmers flock to the village or town to participate in sports such as hockey, curling and baseball; to take part in religious, fraternal, or political organizations; to shop, get a haircut, to have a car or tractor repaired; or simply to see "a show". The village is usually an open, relaxed and friendly centre, but also untidy, unplanned, and generally in need of paint. The wheat elevators dominate the landscape. The school is the most substantial building and community centre. The rink, with its great curved roof, glares in the bright sun. There are usually two churches. The bank, the general store and implement shop are generally the largest buildings on the straggling main street. If there is a square wooden hotel, the beer parlour is likely to bring in more revenue than the rooms. The garage is one of the noisiest spots, the drug store one of the busiest, and the local restaurant one of the least attractive. It is in these neighbouring villages that public opinion in Saskatchewan takes shape and, in spite of their general air of untidiness and unfinished enterprise, important matters are given serious consideration. Someone is always found who will advocate a new idea, support an old cause, or organize to meet an emergent situation.

The easy social atmosphere which has prevailed generally since early days has enabled the Saskatche-

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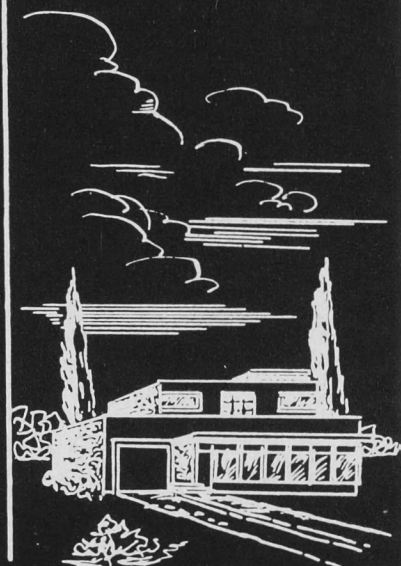
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wan people to build up large scale organizations with relative swiftness. Many of these organizations have originated in common economic problems. Thus the large scale production and marketing of wheat has been of continuous importance. This has resulted in outstanding enterprise and initiative shown by individuals, corporations and companies. It has called forth intelligent effort on the part of research biologist, chemists, entomologists, soil scientists, economists and engineers. It has been shown in the continuous efforts of governments and the university through extension services to get the latest knowledge and techniques into the hands of the farmers. But the farmers themselves have not been passive recipients. Through continuous discussion and organization they have taken an active part in shaping their own business.

Thus there has emerged a triangular pattern of activity. Private companies buy and sell wheat, design and distribute machinery, manufacture fertilizers, and market chemical weed killers. They themselves experiment, subsidize research and conduct "public relations" which is itself an artistic blend of advertising and education. The university and the government through its various departments carry on continuous and intensive research into particular problems, all the way from grasshoppers to gluten, from soils to shortcake, and from fungi to fermentation. The results appear in a stream of guides and bulletins and in the activity of a small, devoted band of agricultural advisers and extension workers who crisscross the province. The farmers are equally active and enterprising. They have themselves established their own producers' and

consumers' co-operatives. Their Wheat Pool is one of the largest wheat handling organizations in the world. It supports research and carries on "public relations" activity.

SASKATCHEWAN AT MID CENTURY

This triangular pattern of private enterprise, government activity and co-operative achievement characterizes Saskatchewan as a whole. In no other province is the pattern so definitely developed. Like that of every frontier community, Saskatchewan's early development required the assistance of governments of the settled and matured areas to which they were politically connected. However, the main purpose of these governments was to give sufficient help and impetus to ensure the rapid and secure development of a free individualistic society. For example, the land policy which transformed the public domain of millions of acres of virgin soil into individual homesteads was one of the amazing transformations of our history. The vast subsidiary developments dependent on this basic agrarian system were carried out largely by individual initiative. This so-called private capitalistic venture is still the prevailing form of production and distribution. It is by no means exclusive.

The power of the government was invoked to establish certain forms of enterprise which seemed beyond the capacity of individual or corporate undertaking, or which appeared to be of such common benefit that they might be regarded as public utilities. Economic crises sometimes precipitated governmental intervention, and other times the possibility of additional revenue was not overlooked. Thus at an early period Saskatchewan took

over the ownership and operation of trunk telephone lines. Later the Government operated the liquor stores as a means toward social and financial salvation. The government was early interested in the supply and distribution of electrical power, which have more recently become elaborated and integrated into a provincial system. A government corporation now operates a provincial bus system.

In the development of public health services Saskatchewan has achieved a nation-wide reputation. Very early, government assumed responsibility for general health standards and for the control of epidemics. The private medical practitioner, in city and country, continues to be the key figure in times of illness. The difficult days of the thirties, when illness often spelled financial disaster, sharpened the realization that health was everybody's business. Various municipalities experimented with prepaid medical care schemes. Finally, in 1947, a government-sponsored province-wide prepaid hospitalization plan was launched. Here the triangular pattern asserts itself. The doctors carry on private practices; the government runs a province-wide hospitalization plan; local co-operative effort maintains hospitals.

No province or state in North America has had greater success in co-operative forms of enterprise than has Saskatchewan. Over 1,200 co-operatives exist with an aggregate membership of over half a million. Some of these are small local undertakings while others are definitely in the category of "big business". An example of the latter is indicated by the fact that in 1953 the Saskatchewan Federated Co-operative Limited decided to spend five and a half million dollars to expand their oil refinery in Regina. Thus the economy of the province has a flexible framework, its parts providing continuing contrast, criticism and correction.

In the field of sport, hunting and fishing are common diversions. Saskatchewan prairies provide the largest area for game birds in Canada. In the frosty, tingling days of the fall the crack of shotguns may be heard, especially in the dawn and early evening as the wheat-fattened ducks and wary geese gather before winging their way south, or the speckled prairie chickens, partridges and grouse bob their way through the golden stubble. North is the best area for fishing and for big game. Hockey is played with a terrific enthusiasm matched only by the curlers who take their turn when



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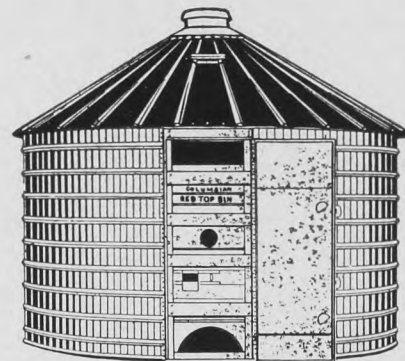
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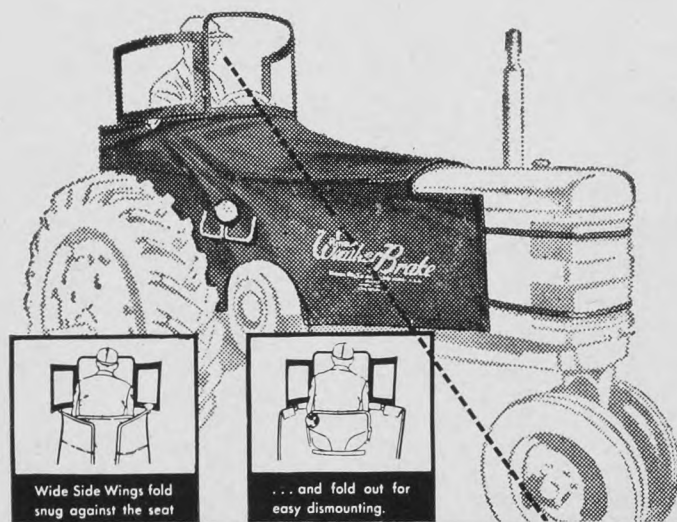
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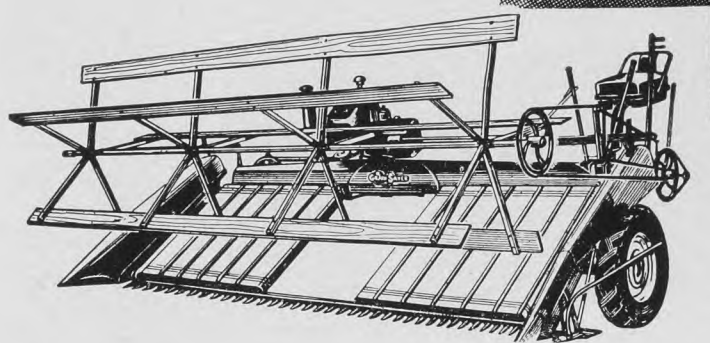
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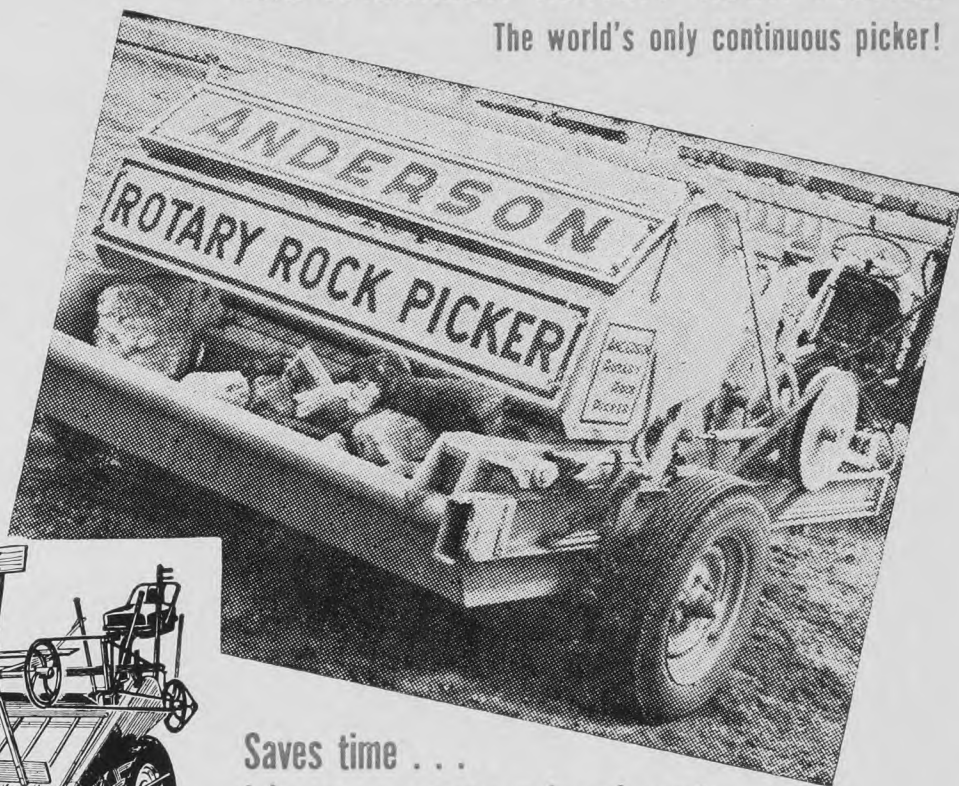
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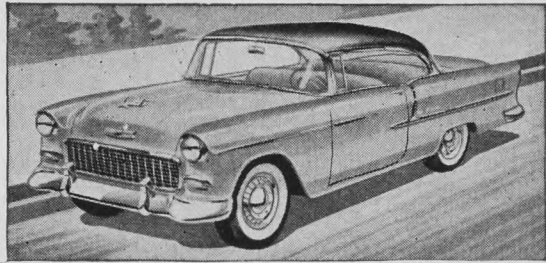
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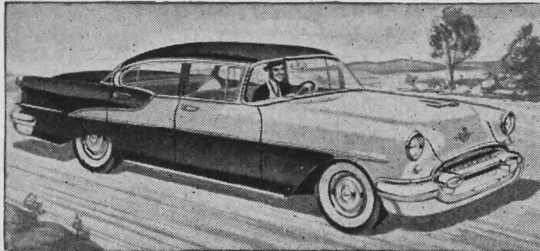
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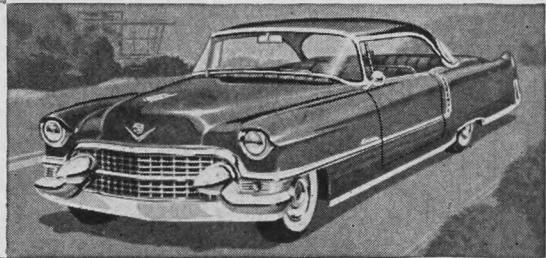


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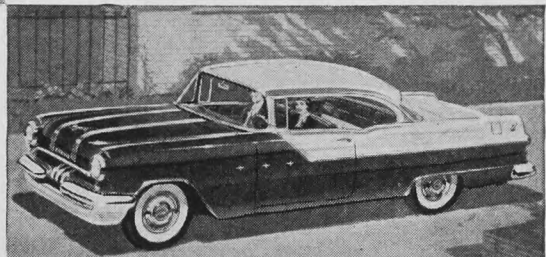
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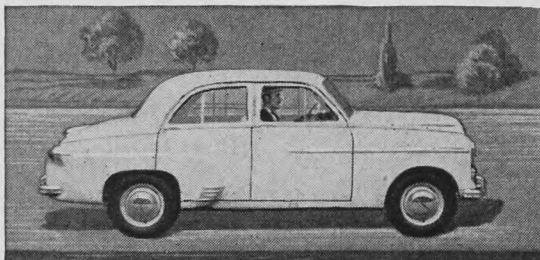
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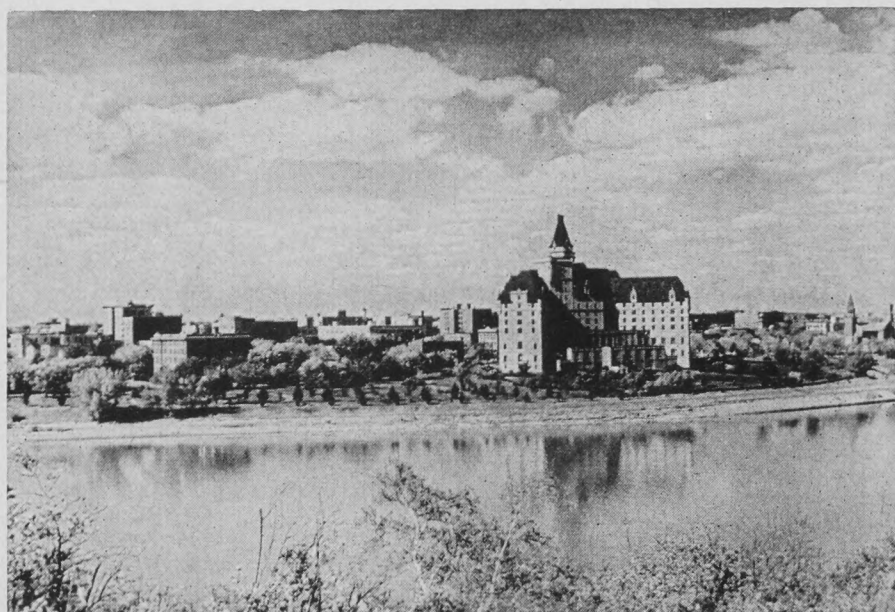
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the ice is cleared. Baseball and softball in summer have almost vanquished soccer and have completely put to route cricket which was once established here as a gentleman's game. Tennis and golf are popular but have not yet produced the unexcelled perfection of Saskatchewan's hockey players.

In the fine arts the province has produced a number of good painters and musical composers, as well as a steady export of highly accomplished piano players. Good actresses and actors have also brought prestige to their home province. A Provincial Arts Board has been set up by the government to foster and encourage the arts, an undertaking which is also promoted by the university. The annual Musical Festival is a notable event in various centres. Two symphony orchestras have been maintained for many years. Altogether the muses are being courted with enthusiasm, if not always with grace. Saskatchewan has shown promise but as yet has not created any outstanding testament to beauty with the notable exception of the university campus which is one of the most beautiful in Canada. Fifty years is perhaps too short a span for mature achievement in the arts.

The Golden Jubilee Celebration in Saskatchewan has been dedicated very fittingly to its pioneers. The pioneer hunter, trapper and prairie nomad have almost disappeared. The pioneer farmer who had to devise dry-farming methods and other major adjustments, and to meet a seemingly endless procession of perils and problems—fire, drought, hail, frost, weeds, rust, grasshoppers, gophers, sawflies, price fluctuation, fixed debt, and extensive communication—is still with us, showing the same buoyancy and energy, the same alternating moods of impatient exasperation and saving common sense. The other pioneers, business folk, professional men, the administrator, the politician, the preacher, the contractor, the worker, the prospector and the scientist, have also had their adjustments to make and parallel problems to solve. They too are still with us and continue to accept the challenge of a country which is not soft and yielding, but which is hard to master, immense in its proportions, and exacting in its conditions for success. From all these pioneer efforts a community has emerged which has character, confidence, and the pride of outstanding achievement in social and political, as well as in economic, affairs.



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PROVINCIAL EXHIBITION

By BRUCE PEACOCK

NOTE: We acknowledge, with thanks, that the source of much of the material used in this article is in the book, "Agriculture on Parade" written by J. W. G. MacEwan, published by Thomas Nelson and Sons (Canada), Ltd.

CONSIDERATION OF REGINA'S HISTORY and development would be incomplete without some mention of its agricultural exhibitions which go back as far as 1884, two years after the community's name was changed from Pile of Bones and two years after the arrival of the railroad.

Regina's first fair, a venture of the Assiniboia Agricultural Society, had competitions for grains and vegetables as its feature and reports are that the attendance was in the neighborhood of 150.

Now, the Provincial Exhibition in Regina is a large-scale, city-supervised business enterprise that operates one week each summer, entails year-round planning and administration and provides competition and varied entertainment for thousands from all over western Canada and the northern United States.

In 1952, it drew a paid attendance of 175,872, an increase of more than 6,600 over the previous year and an all-time high mark. Revenue for the week was \$254,552 and expenditures totalled \$171,346 for a net surplus on the six days' operations of \$83,206.

Regina's exhibitions nowadays are still essentially agricultural fairs and are recognized as such by the federal and provincial governments which provide financial assistance by way of grants but the real agricultural shows were back in the early days of the west.

The second annual fair offered \$8 as first prize for a two-bushel bag of Red Fife wheat and \$4 for the best stallion or bull. There were a lot of attractive special prizes, too, according to reports of the event.

A suit of clothes valued at \$18 was offered for the best exhibit of wheat, a set of ox harness, valued at \$10, for the best saddle horse, a wringer valued at \$7.50 for the best horsewoman, 1,000 shingles for the exhibitor of the best Berkshire boar, and a \$6 rocking chair for the best Durham bull.

Until 1894, fairs were held in the downtown area and then the Dominion government announced it would support a "monster" show the following year. The government voted \$25,000 towards the fair, the Territorial Legislature and the Regina council promised \$10,000 each, and the C.P.R. offered to transport exhibits to and from the exhibition free of charge.

The prize list for the 1895 fair totalled \$19,000, as against more than \$30,000 now, and old timers say it was the most money ever offered by a fair west of Toronto.

The show was a big thing. Property was obtained at the present site of the fair grounds, buildings, stables and pens were rushed to completion, livestock was brought in from Alberta and Manitoba and as far away as Ontario.

There was a water problem in those days, too. Local wells were unable to keep up with the demand and a supply had to be hauled in from distant wells.

Apparently the 1895 fair was not lacking in entertainment features. There were seven bands, bagpipe players, horse races that had a first prize of \$80, walking races for teams hitched to wagons, Red River jib contests, musical rides by the North-West Mounted Police, broncho busting, trap shooting, soccer, tennis tournaments and an auction sale.

There was a big prize of \$500 offered for the best prairie fire extinguisher, providing certain requirements were met. The extinguisher was to be drawn by not more than four horses and it was to be operated by not more than two men and at a cost not exceeding \$3 a day.

In the saddle horse classes, there was a stipulation that all horses winning prizes were to become the property of the North-West Mounted Police who would pay \$125 each.

From a cheese factory at Innisfail, Alta., came a display to draw attention to its product—a 1,300 pound cheese.

James Grassick, pioneer Reginan who has been closely connected with the Regina exhibition over the years, recalls that one of the fair's big features was a musical pageant presented under canvas four times a day by some 60 girls from Knox Church.

After the big show of 1895 there was a brief respite and the next fair was not held until July, 1899. By then the Regina Agricultural Association had been formed and it had been decided that the secretary should be paid a salary of \$100 a year.

New machinery was prominently displayed in 1899 and there was some bronc-busting, a ploughing match and a display on how to eradicate weeds. The Dominion government helped the fair along with a grant of \$249 and the Territorial government donated \$149 towards the case.

By 1900, horticultural classes were gaining prominence at the fair. There was musical entertainment, too. A 12-piece brass band was brought in from Stoney Beach at a cost of \$30 to cover transportation and accommodation.

The need for more stable accommodation was being recognized by 1903 and although the city had donated \$300 towards the building fund it was decided that finances would be even better if an admission was charged for vehicles as well as occupants.

For a one-horse rig the charge was 15 cents and for a vehicle drawn by two horses it was 25 cents. If a vehicle carried an exhibit there was no charge and reports are that many a pie or cake that was an "exhibit" at the gate was part of the family lunch later in the day.

Proof that the fair was getting into the category of "big business" is the report that in 1905 it was decided to go as high as \$250 for "special entertainment attractions" and the secretary got a raise to \$150 a year.

Two years later the legislature of Saskatchewan passed "an act to incorporate the Regina Agricultural and Industrial Exhibition Association, Ltd.," which paved the way for the organization to get federal government backing and present the great Dominion Exhibition in 1911.

Ground improvements started two years before the show and \$70,000 was spent on such preparations. The grandstand was rebuilt to seat 4,000 people and racing stables were built to accommodate 100 horses.

An outlay for fireworks for the big event was considered by directors but the idea was dropped when it was realized that there would be a full moon at the time of the fair.

President of the Dominion Exhibition, appointed in 1909, was J. Frank Bole who, as an honorary director, attended fair board meetings until his recent illness.

Inauguration of Regina's municipal streetcar system coincided with the opening of the show and that in itself was reported to be quite a thrill for the fairgoers as a ride attraction.

One of the best known managers of Regina exhibitions was Dan T. Elderkin who was hired early in 1913 and guided the show for 29 years until his death in 1942. Just after his appointment on June 11, 1913, fire destroyed the grandstand and spread to the Industrial and Agricultural Building, doing damage estimated at \$60,000 but rebuilding began at once and the new stand was ready for the exhibition.

Another major blaze at the fair grounds occurred half way through exhibition week in 1917 when the grandstand again went up in flames. Although the stand was crowded, there was no serious mishap. By noon the next day, Dan Elderkin had a new stand completed and the show went on.

During the First World War and again during the Second World War accommodation for the army was provided in buildings at the fair grounds but the exhibition programs were carried on. It was during the First World War—1915 to be exact—that the first farm boys' camp was held. Homemakers' competitions proved popular at that time, too.

By far the biggest event in the history of Regina exhibitions, and one that spread the name of the city throughout the world, was the two-week World Grain Show in 1933 which attracted thousands. To accommodate exhibits of grain from some 40 countries, a huge U-shaped Grain Show Building was built. It is still the biggest building on the grounds and now houses the auto show, a hobby show, a broadcasting studio and industrial exhibits during the annual summer fairs.

The World Grain Show was held at a time when Saskatchewan was in the grim clutches of one of the worst droughts in history. By the end of 1933, the exhibition

organization was \$120,000 in the red. The situation got worse but the fairs were carried on. The city of Regina, holding title to the plant, carried the burden of the debt and ultimately wrote it off, allowing the exhibition to benefit from the prosperity of the post-war years.

One of the men who remembers Regina's first fair is James Grassick who came west from Manitoba by ox-cart in 1882. A veteran member of the fair board, he took over management of the exhibition on the death of Dan Elderkin and continued as manager until 1946 when youthful T. H. (Tommy) McLeod, a native of Esterhazy, a graduate of the University of Saskatchewan and a veteran of the Second World War was appointed to the post. Mr. Grassick, now an honorary member of the fair board, still plays an active role in discussions at directors' meetings and is particularly interested in the exhibition's annual winter fair and light horse show.

Like other fairs throughout western Canada, the Regina exhibition has benefited attendance-wise and financially during the post-war boom. The population of the city continues to push on past the 72,000-mark, the financial status of the district as a whole is sound and, with extensive oil exploration taking place, the future of the province is brighter looking than it has ever been.

Looking to the future, the Regina Exhibition association is turning back most of its assets into a costly, long-range improvement program that will make its plant among the best in the west.

First step in the board's plans for major improvements was realized March 10, 1952, when the organization's huge steel, concrete and brick livestock pavilion and auditorium was opened.

Built at a cost of better than \$500,000, the structure has seating capacity for 1,900 in its auditorium area, stable accommodation for 500 head of livestock, sleeping facilities for 30 livestock attendants and a board room for exhibition meetings.

Hundreds attended the opening ceremony at which Rt. Hon. J. G. Gardiner, federal minister of agriculture, officiated and the Minneapolis Symphony Orchestra was heard.

That same month, foot and mouth disease was discovered in the Regina area and a federal government restriction was placed on congregations of livestock, which meant that cattle could not be shown in the new building or at the summer fair.

Since its opening, the building has been used extensively as an entertainment centre, having had on its stage, screen, radio and opera stars as well as other concert programs.

Machinery and auto displays have been successfully presented in the building, its auditorium has housed conventions and, early in 1953, livestock appeared for the first time in the barn area and sales ring. The facilities of the building were enthusiastically acclaimed by visiting livestock exhibitors.

Besides the year-round responsibilities and planning attached to the summer fair, the capable staff of the Regina Exhibition Association has to deal with operation of Exhibition Auditorium, the nearby stadium, fall and winter livestock shows and the annual light horse show.

Operation of the stadium was taken over by the fair board in the fall of 1949 and in the same year the exhibition management took over administration of the livestock associations in the province, the Horse Breeders', Cattle Breeders', Swine Breeders', Sheep Breeders' associations and the Saskatchewan Light Horse Society.

by ERNIE YOUNG

UNUSUAL DOG AND PONY ACT

Sonny Moore and his roustabouts will take you on a tour of organized confusion with his highly trained and comical dog and pony act. Sonny detours from the run-of-the-mill trained dog act and makes of his a comic travesty that will win your heart if you like dogs—any kind of dogs—from a fuzzy pup to a princely German Shepherd. This aggregation of princely poodles and nondescript pooches really have fun and raise cain and laughs during their rapid-fire act.

There is a fast and furious pace set by these canines with Sonny and his pretty wife, Jean, trying to keep up with them as they go through their eye-popping routine, never missing a trick. This is the noisiest and one of the funniest acts you will ever see.



VOLCANO OF LAUGHS

Few comedians ever created such a volcano of laughs—with such ease, or revived audiences faster, than this unbelievably versatile yarn-spinning, side-splitting, fast-stepping, refreshing fun maker—Whitey Roberts. He's the one and only who brings laughs to a jaded humour in huge hilarious handouts . . . just the way they hanker for it . . . wherever . . . whenever . . . laugh-hungry folks gather.



DE ARCO & GEE

About every ten years there is developed a new comedy team who prosper for a while and then are not heard of any more. The team of DeArco and Gee was formed three years ago, and since their debut in vaudeville they have played every large hotel, supper club and television show in the United States and eastern Canada. This is not only an excellent team of top comedians but both of them have excellent voices.



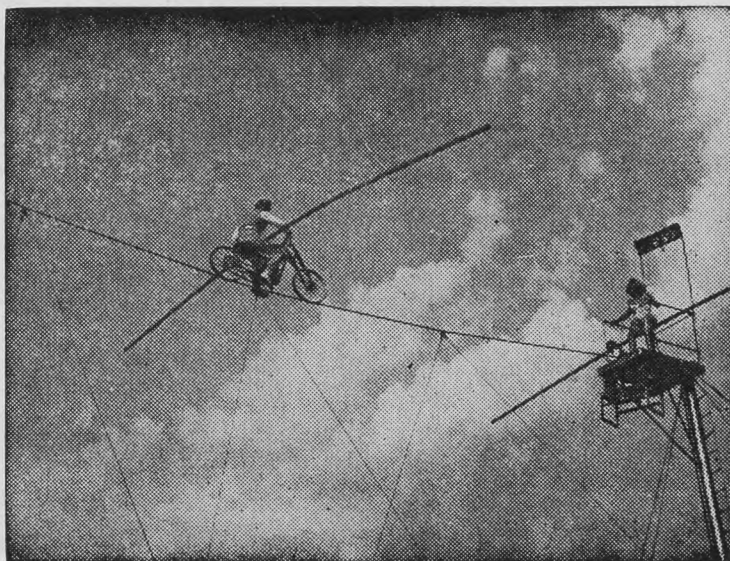
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The Triska Troupe

The Triska Troupe, the tightwire family which was pictured in Life Magazine some months ago showing this troupe casually sauntering between a couple of Alps by tight rope. These Czechs perform eye-bulging feats of balance with gay abandon, climaxed by riding a motorcycle across the wire. As a finish stunt Mr. Triska leaps across three of the troupe spread-eagled across the wire, a fitting climax to the most sensational wire-walking act ever seen.

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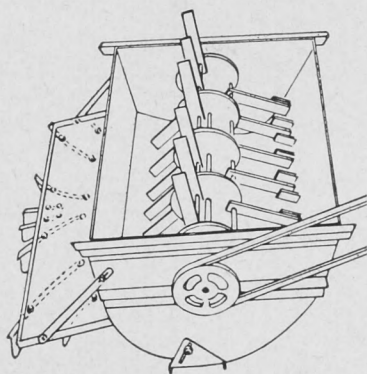


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Annual Review

of 1955

1. OVERTURE.....*Manhattan Rockets*
(When It's Jubilee Time)
2. FUN ON WHEELS
.....*Whaling and Yvette*
3. THE TWO NIT WITS
.....*D'Arco and Gee*
4. A BREATH OF THE WEST
.....*Manhattan Rockets*
5. THE SIX ANTOINETTES
.....*Six Antoinettes*
6. A STUDY IN CANINE INSANITY
.....*Sonny Moore's Roustabouts*
7. FROM BROADWAY TO YOU
.....*Frank Ross and Anita LaPierre*
8. A SALUTE TO THE MOUNTIES
.....*Manhattan Rockets*
9. MR. GLOOM KILLER
.....*Whitey Roberts*
10. SOMETHING NEW IN
OUTDOOR SHOW BUSINESS
.....*Dieter Tasso*
11. LIKE FATHER LIKE SON
.....*Vernon and Bumpy*
12. FINALE.....*Triska Troupe*

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FOLLOW THE STARS



HE HAS HELPED MANY
MOVIE STARS CLIMB
THE LADDER OF FAME

The famous singing star, Joni James now topping the hit parade week after week, was dancing in his revue, as a chorus girl, two years ago.

HIS NAME?

Why it's Ernie Young, producer of the Exhibition Revue of 1955 to play on the Exhibition Grandstand.

It is not a simple matter to organize a satisfactory Grandstand Show that will appeal to all types of people. This has been the problem of Ernie Young for the last twenty-five years.

First, he has to be exceptionally careful in the selection of the dancing numbers done by the chorus.

In addition to selecting proper dancing numbers he must scout for talent which is new to the particular audience his show is playing before. Many of Ernie Young's acts are playing their first engagement on the North American continent.

Mr. Young has gained the reputation of helping many prominent stars of stage, screen and radio in making their first step up the ladder of fame. For example, Joan Crawford, Ruth Etting and Sally Rand were at one time members of the chorus.

Two years ago a young girl named Joan Babbo was in his chorus line. Joan originally came from Regina, Saskatchewan. She was in the chorus line of Ernie Young's Revue that played on the Regina Exhibition Grandstand two years ago. Today this young girl is heard on the nation's airways as the famed singing star Joni James. On the writing of this piece, Miss Joni James holds all three tunes at the top of the hit parade.

He also booked a Horizontal Bar act known as Nick Cravat whose assistant at that time is now known in the motion-picture business as Bert Lancaster.

Some time ago Mr. Young booked the original Tom Lomas Troupe from England. One of the members of this particular troupe is now known to movie goers as Cary Grant.

Ernie Young was one of the original partners in what is now known as the Music Corporation of America; the largest company in the world specializing in the booking of bands, motion-picture stars and stars of TV and radio.

Mr. Young will stop at the Saskatchewan Hotel during the week of the Regina Exhibition and will be very happy to audition those seeking a theatrical career.

FOLLOW THE STARS

by ERNIE YOUNG



Frank Ross and Anita LaPierre

Who do you want impersonated? Churchill, Roosevelt, Popeye, Donald Duck? Just name it and Frank Ross, the man with an elastic body and an India-rubber face, can do them all, in facial expressions and voice as well. Ross and Anita LaPierre are impressionists new to the stage but they are out of this world in talent.

They have in addition to that rare talent of mimicking people as they appear physically, an uncanny ability to imitate musical instruments. Frank, with his equally talented partner, the statuesque Anita LaPierre, has an act that is different, a riot of laughs and tom-foolery before the microphone.

With his mobile face, dour at times, rubberish and contorted at others, Frank will have your sides splitting with his contortions. This is just one of the many excellent acts that will appear in the Grandstand Show at the Exhibition this year. As an encore, Frank will throw in as a mere trifle, the entire cartoon of Popeye, Barnacle Bill and Olive Oyl, complete with voices and spinach.



The World Renown Manhattan Rockets

For the second time Ernie Young presents Hal Sands' world renown Manhattan Rockets, rated as being the fastest-moving chorus line on the stage today.

This year, being Jubilee year in both Saskatchewan and Alberta, Mr. Young has arranged the production numbers by the Manhattan Rockets in such a manner that they will vividly portray the progress and growth of these two provinces in the last fifty years.

To back up these dancing extravaganzas, Mr. Young has arranged a depictive musical background. Included in these portrayals are the Royal Canadian Mounted Police, titled "Royal Mounties," the "Salute to the Indians," "The First Citizen of the Great West," and the colorful and exciting opening Jubilee overture.

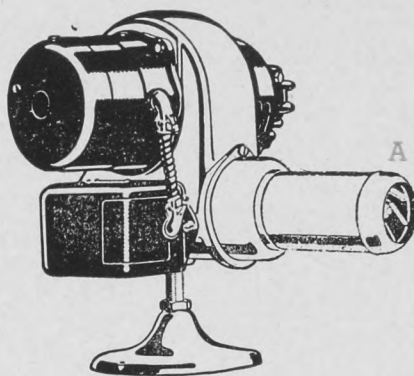
The Manhattan Rockets, this year are the largest group of precision dancers ever brought before western Canadian audiences. The group comprises 24 beautiful and talented dancers, many of whom in the opinion of Mr. Young are on the way to the top.

The costumes, lighting and scenic effects created to set off the Jubilee production numbers are the most lavish and expensive ever seen in the west.



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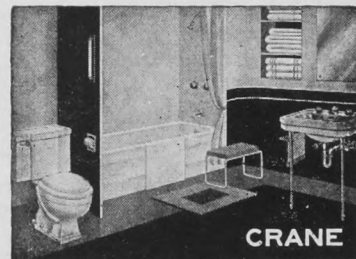
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THE PROVINCIAL EXHIBITION - *Regina*



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THE CITY OF REGINA is proud of its annual Exhibition. It is often described as "Saskatchewan's Greatest Holiday Event" and truly lives up to that reputation in the minds of many residents of southern Saskatchewan. Its history is wrapped up in the growth of this part of the Province just as its activities today reflect the life of the people, both urban and rural.

Two years after the community's name was changed from "Pile of Bones" to Regina in 1884, the first Agricultural Fair was held on a strip of prairie in what is now Victoria Park. It was a gala event and brought forth 150 people.

The present grounds were first occupied in 1895 for what was up to that time the largest event ever held in the City. The Territorial Exhibition. Other outstanding events held through the years were the Dominion Exhibition in 1911 and the World's Grain Show in 1933.

Along with the other fairs of Western Canada which have joined to make up the "A" circuit, the Association has expanded its holdings and activities to the point where it is big business today. Property is valued at two and a quarter million and annual financial turn-over, apart from parimutuel operations, is in excess of three quarters of a million.

Among its annual activities are the Summer and Winter Fairs, a Fall Show for sheep and swine, the operation of an artificial ice rink which seats 5,000 and an auditorium seating 1,800. The staff of the Exhibition Association is responsible for the conduct of five Livestock Associations whose activities are Province-wide and who themselves conduct numerous livestock sales including the tremendous Bull Sales held annually in March.

Few days or nights go by that some event is not being staged on Exhibition property. Besides hockey, public skating, curling, wrestling, boxing, soccer, soft-ball, horse-back riding in the way of sports, its facilities are used for home shows, industrial shows, carnivals, musical concerts, stage plays, lectures and conventions. Few of these things

can be successfully staged elsewhere in the City and have come to depend on Exhibition facilities.

With this year-round programme, the Exhibition Association has accepted a major role in the business life of the area. City business men see it as a means of bringing many people to the City and at no time was this more pronounced than in 1955 when so many of the Golden Jubilee events were staged on its premises.

Still more important to business are the opportunities presented through public displays of goods and merchandise. In this respect Regina has in many ways led in the West due largely to the advantage they enjoy in having larger buildings suitable for this purpose. In 1954, forty-two firms displayed machinery and equipment of various types in outside lots and one hundred and ten firms displayed the latest in consumer goods inside the buildings. It is difficult to estimate the volume of sales resulting directly or indirectly from this one event alone but the consistent demand for space each year would seem to indicate that it was considerable.

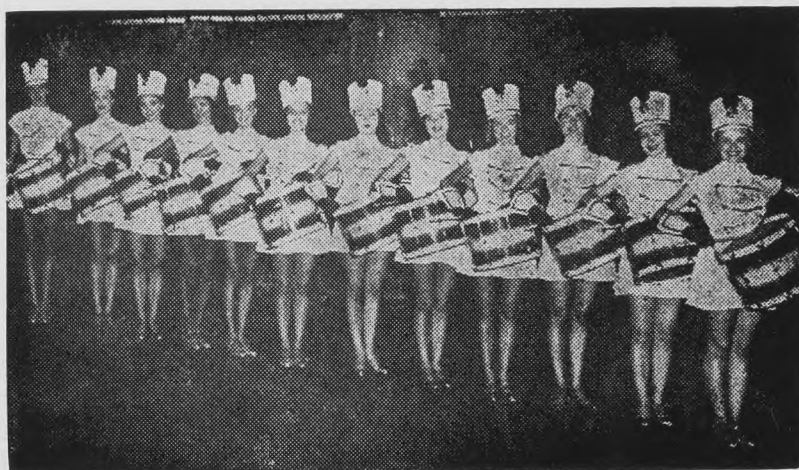
The Exhibition Association in itself contributes substantially in an employment way. A regular office staff of seven and a grounds staff of ten are maintained but this is increased considerably during the peak season with upwards of 600 employed during Exhibition week. A total wage bill of \$230,000.00, was paid out in all departments in 1954.

Profits from operations are used solely for improvements to the plant. Since World War II more than one million dollars has been spent by the Association in a well-planned expansion programme. Two large buildings are going up at the moment. The Directors of the Association realize the vital part now played by this great organization in the life of the community but realize too that with the growth and development taking place in Southern Saskatchewan, the facilities in the Exhibition Grounds will become even more important and must be further improved to keep up with the times and the demands made upon them.

by **ERNIE YOUNG**



Frank Rass and Anita La Pierre



Manhattan Rockets



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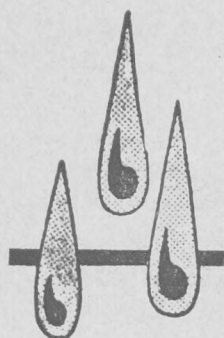


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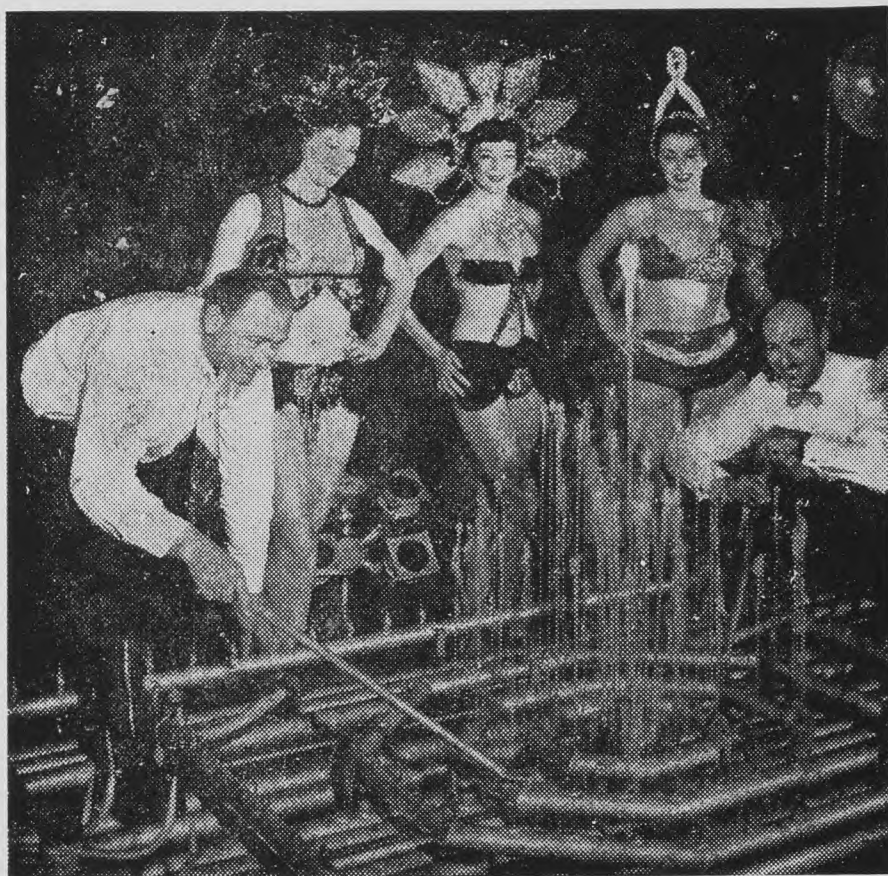
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★ 1,500,000 At Radio City New York City	★ 200,000 At the Eastern States Fair Springfield, Mass.	★ 1,000,000 Steel Pier Atlantic City, N.J.



Joe Messina and Hans Hasslach, operators of the fabulous fountain display, *DANCING WATERS*, one of the many popular attractions on the Royal American Shows mile-long midway are shown explaining one of the several hundred intricate mechanisms to three beauties from the all-new musical extravaganza, *FLASHES* of 1955.

GROWTH and VITALITY

No other area on the North American continent has had greater success in co-operative forms of enterprise than has Saskatchewan. In excess of 500 consumer co-operatives exist within the province with a total membership in excess of 100,000 persons.

In early 1955 delegates attending annual meetings of co-operative wholesale organizations, voted unanimously to merge the Saskatchewan and Manitoba organizations. The new organization, Federated Co-operatives Limited, is controlled by more than 700 consumer co-operatives throughout the two-province area, and will service some 150,000 consumers.

The growth and vitality of the consumer co-operative movement is emphasized in the merger, and the potential for further growth and development is now broadened and enlarged.

Saskatchewan co-operators are proud to be associated with the Golden Jubilee celebrations being held throughout the province in 1955. We are certain that Manitoba co-operators are also proud and pleased to associate with Saskatchewan co-operators, and indirectly through them in the 1955 Golden Jubilee celebrations.

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T I N P A N N Y



The Esso Steel Band

From the British West Indies

Every night at the Grandstand

Saskatoon Exhibition

July 25th - 30th, 1955

To help celebrate a double birthday

Saskatchewan's 50th

Imperial Oil's 75th



IMPERIAL OIL LIMITED

Always look to Imperial . . . for the best

Double Birthday Celebrated

by the Novel Music of Oil Drums



THE MUSIC of oil drums is helping to celebrate a double birthday this year—Saskatchewan's Golden Jubilee and Imperial Oil Limited's 75th anniversary. The music comes from strange instruments made from oil drums and played by a native band from Trinidad—one of the grandstand attractions at the Saskatoon Exhibition. It is haunting music, a direct spiritual descendent of the voodoo drum rhythms of the deep jungle. It's called "Tinpany".

The music is a product of the Caribbean, but the barrels are the same as those in which the Saskatchewan farmer buys oil products. But, while Imperial Oil introduced the steel barrel to the province in 1911, "Tinpany" is barely a decade old. In that short time it has startled the world with its accomplishments and possibilities.

The music is devoted chiefly to the rhythms of the mambo and samba and an accompaniment to the Calypso chant, but one thirty-piece steel band is experimenting with symphonic music.

The oil drum is trimmed with a hacksaw, tuned with a hammer and awl and played with a stick, tipped with innertube rubber.

To make a drum, the music maker cuts off a steel oil drum about six inches from the bottom with a hacksaw. The bottom will be the face of the instrument and it is heated over a fire and pounded lightly with a hammer until it is smoothly concave. With white paint, the bandsman marks off petal-shaped scallops around the edge, with loops in the center. These will be the notes, running through perhaps three octaves.

Now, with hammer and awl, he dents the metal along the white lines to separate the notes. Then, from the underside, he taps each petal and loop, raising it until he gets the exact tone and pitch. Every note must harmonize with every other note and each pan must harmonize with all the other pans in the orchestra. The pans are delicate and get out of tune with about three hours of playing and must be retuned by an expert tuner in the band.

This band has four separate classes of instruments, the "Ping Pong" or "piano Pan" which carries the melody, the "Time Boom" or "Guitar Pan" which carries the harmony, the bass, known as the "Boom", and the rhythm pieces known as "Kittle Booms".

The notes on the pans do not run to a musical scale and the bandsmen must pick their notes from the harmonic segments of the pan. To make things more difficult, few of the bandsmen can read music. An ingenious device is used. Each bandsman is provided with a score with a number corresponding to a segment of his pan written in above the note. After a few weeks training the musicians can read the score without the numbers.

The instruments give muted bell-like tones of surprising beauty. The music is vibrant and different. Imperial Oil Limited, sponsors of the Esso Steel Band, brings the strange music to Western Canada for the first time to help us celebrate the double birthday in Saskatchewan.

The oil drum is a perfect symbol for the birthday celebrations because it symbolizes a new-found wealth for Saskatchewan and is a trade mark of Imperial Oil.

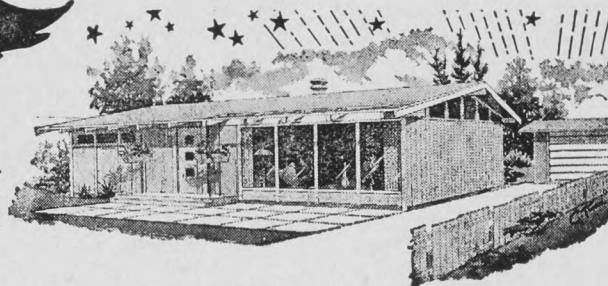


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HAND IN HAND

THE HISTORY of the province and the company go hand in hand. When the first settlers moved west beyond the rail-head at Winnipeg they carried with them on their Red River carts kerosene for their lamps, harness oil and axle grease.

Very soon Imperial had agents in almost every settlement. Many of them were village storekeepers, others were carters, farmers and implement salesmen. Soon after the railways fanned out across the province Imperial had as many as 600 agents in the territory.

The first petroleum products arrived in wooden barrels, and the farmer would set fire to the inside to burn off the last traces of kerosene. They would then use them as rain barrels, or saw them in two and use them as wash tubs.

In 1908, three years after Saskatchewan was declared a province, Imperial set up a permanent district office at Regina to service the whole southern part of the province.

Until 1912, the northern part of the province was covered from two stations, one at Prince Albert and the other at Battleford. The Prince Albert office had been opened in 1884. In 1904 the company opened a sub-station in Saskatoon in a temporary warehouse. A permanent building was erected in 1909 when the city was a thriving settlement of 3,000 people. Soon a large number of sub-stations appeared in the northern parts. Imperial was represented at Asquith, Wilkie, Kindersley, Rosetown, Zealandia, Delisle, Dundurn, Hanley, Rosthern, Melfort, Humboldt, Wadena, Lanigan, Nokomis, Yorkton and Melville.

In the south, trade was expanding fast. News of the adventure and success of early immigrants reached England in rapid time. Large-scale immigration drives were started. A second wave of settlers came from Europe—Mennonites and Dukhobors from Russia, Ukrainians, Hungarians and French. Many also came from the United States. Special trains were run to the border to show prospective farmers Saskatchewan's rich soil, which was selling for \$5 an acre.

Organized communities spread. The village stores went up. Churches, schools, warehouses and government buildings were erected. Streets were laid out, and even in those days people began to record the history of their communities. With this expansion grew a demand for supplies from Imperial and the long supply lines to the west were beginning to feel the strain.

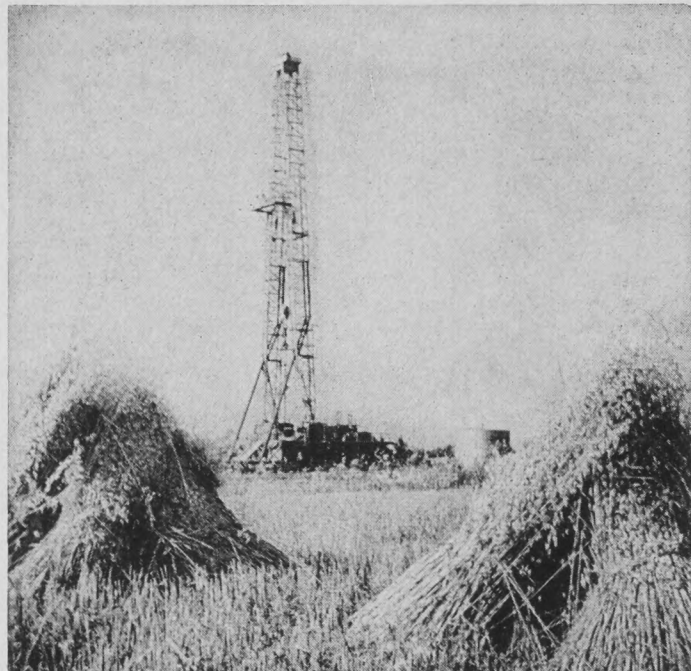
Trade expanded rapidly in the north as well. And in 1912 the company decided to make Saskatoon the headquarters for the northern part of the province. The divisional post was given a staff of 32 people, including 10 salesmen.

A salesman's life was tough in those days. He covered hundreds of miles by horse and buggy over very bad roads. There were few trains. The average trip lasted about six weeks and many a night was spent sleeping in a buffalo robe on a granary floor or in some lonely farm house.

INTRODUCTION OF THE TRACTOR

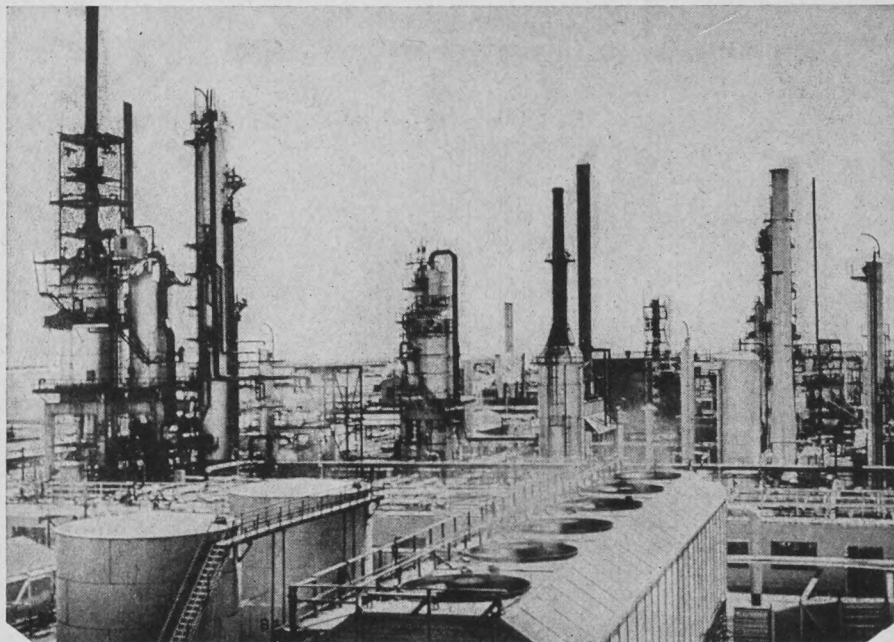
Perhaps the most significant phase of this development was the introduction of the tractor. The tractor eventually speeded up seeding and harvesting, and helped solve the perennial manpower problem. It also created new markets for oil men. Up to this time gasoline had been a "problem child" of the industry. It was difficult to sell and difficult to dispose of. As soon as the tractor became popular with the farmer, a new demand for gasoline came into being.

History of Province and Imperial Go Hand in Hand



While the farmer harvests his crop of grain from the Saskatchewan plains, this Imperial Oil drilling rig is probing a well below the wheat fields for the prairies' second crop — oil.

This drilling rig is a modern type which can be easily moved away when the well is drilled. In the background is a field storage tank that will receive the oil when the well is producing. Later, crude oil will be pumped from the tank into the pipeline system in the oil field, and begin its journey to market. Oil and agriculture go hand in hand.



This is a general view, facing south, of the new fluid catalytic cracking facilities constructed under a modernization program just completed at Imperial Oil's Regina refinery. The stack and towers on the left are the "cat cracker" reactor, regenerator and fractionating tower. In the centre is the vacuum distillation unit and on the right the light ends equipment. In the foreground is the cooling tower where water from the company's own wells is cooled for use again. It is the biggest in Saskatchewan and capable of refining more than half the petroleum products needed for the province.

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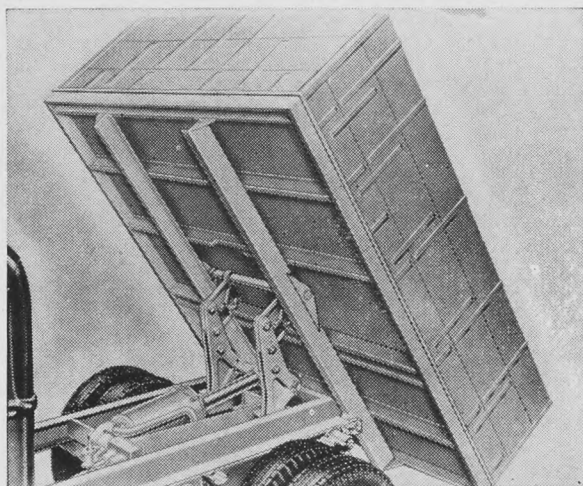
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Storage was a big marketing problem throughout the province. In April every tractor would come out for seeding. They would all be brought out again for harvest. Hundreds of oil storage tanks were erected on farm lands to take these peak loads. The same problem exists today, but now tanks used for gasoline in summer often are filled with heating oil in winter which has helped to even off the two peaks.

Saskatchewan farmers produce more than half of Canada's wheat and they have made the country the world's largest exporter of grain. To do this the Saskatchewan farmer has invested in more than half a billion dollars worth of farm machinery, which uses 120 million gallons of farm gasoline a year. The province has become the most highly mechanized agricultural area in Canada, with an average of one tractor for every farm.

In World War I the demand for gasoline and oil products to increase Canada's wheat crop had grown so much that it was no longer possible to meet it economically with supplies from the east. Imperial decided the time had come to build a prairie refinery. It was the most important step the industry had taken in the province.

A site was chosen on the city limits of Regina, and construction started in February, 1916. It was completed in record time and in September of that year the units went "on stream". The refinery was capable of processing about 1,500 barrels of crude a day and the cost of the project was \$2½ million. Crude was brought in from Montana and Wyoming.

In the twenties the demand jumped again, and capacity was increased to 6,000 barrels a day.

OIL AND AGRICULTURE

During the "Dirty Thirties", when many a Saskatchewan farmer hadn't enough money left to buy seed for next year's crop — let alone buy the oil to harvest it, Imperial took steps to help out. The company cancelled all back interest on debts and reduced future interest and principal, so that the farmer's annual payments would be in proportion to the wheat prices at that time. Payments of debts were also extended over five years.

One of the bright spots of the depression years was the big new discovery of oil at Turner Valley in Alberta in 1936. The field had been producing naphtha gas for some years, but soon Regina was receiving crude from there. Incidentally, Turner Valley oil is only one of more than twenty different crudes that have been processed at Regina.

The Second World War brought another increase in the need for fuel. Turner Valley was still the only major Canadian oil field. Some of the crude needed for the war effort had to be brought to Regina all the way from Texas, by tank car, a distance of 2,000 miles. An extensive search for new sources of crude was made.

LEDUC—1947

Then in 1947 came Leduc. One new field after another was brought in and soon oil began to flow from Alberta through the Inter-provincial pipe line to Regina. Alberta oil meant cheaper and more plentiful fuels.

The result was another increase in demand. The farmers were now highly mechanized, automobiles were on the roads in record numbers, and more and more homes were being heated with oil.

Imperial decided to expand and modernize its Regina refinery. The program was completed last year and it increased capacity to 22,500 barrels a day. The total project cost \$7 million and included

some of the most modern refining equipment in the country. Besides a new fluid catalytic cracker, with a capacity of over 8,000 barrels a day, and a new vacuum distillation unit with a capacity of 9,000 barrels a day, a new gas recovery unit was added—also a central automatic control room for the new units, water cooling towers, a technical building and other facilities.

In addition to the usual run of products—gasoline, heating fuels, fuel oils, asphalts, etc., Regina refinery is now producing jet fuels.

Many of these products have been especially processed for prairie use. For instance, in the early days the problem was to get the oils and greases to flow freely at extremely low temperatures. Imperial's research men solved the problem by developing a multi-purpose grease which would not harden at 40 degrees below zero.

Crudes recently discovered in Saskatchewan are now being processed at Regina.

They are the long-sought reward for years of exploration by oil companies in Saskatchewan. Imperial began exploring in the province in 1919. The company's geologists mapped possible oil bearing areas there for the first time. But in looking for oil in Saskatchewan the seeker was hampered by the lack of outcroppings. The soil, which is a farmer's fortune, is the geologist's misfortune. They have had to delve down into disused mines, and scramble into farmers' wells to find out what rock formations lie underneath the surface. The search for a light, easily refinable oil was rewarded after 34 years by the discovery of Smiley, by Imperial in 1953. This sparked further exploration, and now Saskatchewan is one of the promising oil areas in the country.

There is great confidence in Saskatchewan's future as an important oil producing province. Imperial exploration parties are out in many parts; and in all the company employs about 850 people in Saskatchewan—making it one of the largest industrial employers in the province.

The picture in Saskatchewan today is one of a thriving agriculture, coupled to increasing industrial development, with minerals being unearthed in great quantities in the pre-Cambrian shield. Oil powers the farmer's tractor, his automobile, lubricates his machinery and heats his home.

The Saskatchewan picture is still full of the pioneering spirit. Even at this moment, as Imperial's oil seekers are out in the wilds looking for oil, new settlers are breaking ground at places with traditional and colorful names like Carrot River, Smoking Tent and Star Blanket.

This Golden Jubilee is more than a mere symbol of fifty years' progress. It is a milestone expressing the confidence of her people in the future of their great province where oil lies buried beneath the waving acres of wheat.



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Daily Mirror

"For the first time in America, the sensational new European fountain spectacle, "Dancing Waters", a breath-taking display unique in theatre history."

Journal American

"For sheer beauty, there's nothing around to match those Dancing Waters at the Aqua Show."

Atlantic City Press

"You've never seen anything like it! A Steel Pier 'Must' . . . Mighty spectacular! Mighty thrilling!"

New York Post

"Dancing Waters — mighty spectacular—mighty thrilling."

ASBURY PARK EVENING PRESS

"Beauty Beyond description! Fabulous! Unequaled! Breath-taking!"

This Week MAGAZINE

"A water symphony — sensational and fabulous act."

The Philadelphia Inquirer

"Spectators were still grasping for words that would describe adequately the blazing beauty and splendor, and musical magic of the Dancing Waters that had just been witnessed at Philadelphia's Music Festival. 85,000 thrilled to this brilliant display."





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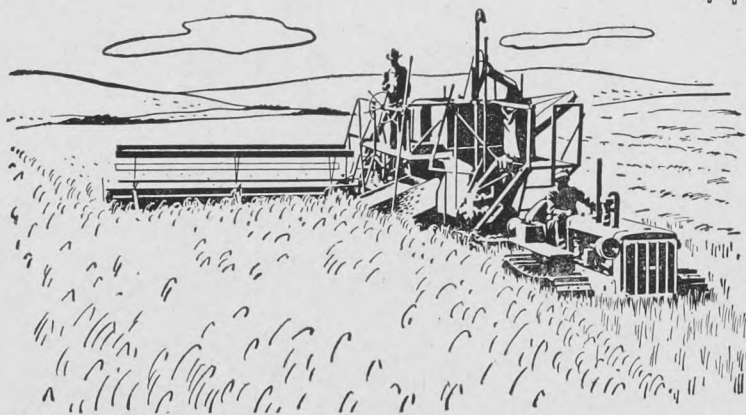


In Canada
for 49 Years

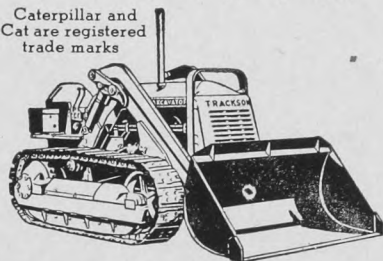
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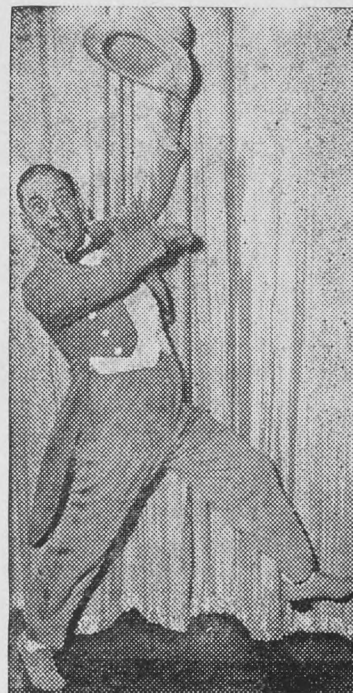
COMPANY LTD.

REGINA - SASKATOON - TISDALE

Midway Features

by R. L. Lohmar

FLASHES OF 1955, making its first appearance on the Royal American midway, is produced by Hollywood's Leon Miller. Show-owner, Carl Sedlmayr has spent quite a piece of money in order to obtain his selection of personalities from stage, screen, radio and television. But this highly musical extravaganza is rated as being the best ever to appear on the world's largest Midway and its appearance this year is very timely in that it hits with the special Jubilee Exhibitions for Alberta and Saskatchewan.



Leon Miller

The feature act of this year's show is The Harmonica Madcaps, two talented gentlemen of international fame via stage, radio and television, who present the funniest comedy, interspersed with some of the most unusual harmonica tooting you have ever heard in the *Flashes of 1955*, the all-new musical extravaganza on the Royal American Shows' mile-long midway this season.

You'll enjoy the Bonannos, a sensational modern acrobatic dance team, following their triumphant European tour. This is one of the many talented attractions in *Flashes of 1955*. In this all-new musical revue, a cast of 60 present the most sparkling production ever staged under canvas, and this show is a "must" on the midway this year.

The costumes and choreography for this special stage show are outstanding and Mr. Sedlmayr is reputed to have spent over \$50,000 on special costumes and lighting effects to bring Fairgoers in the U.S. and Canada the most scintillating production ever staged under one canvas. And, of course, no production would be complete without a bevy of beautiful girls. The *Flashes of 1955* present a chorus line of no less than twenty pretty and talented girls—they'll thrill you.

Midway Features

by R. L. Lohmar

FROM HARLEM IN HAVANA

Produced by Leon Claxton, the 1955 edition of Harlem in Havana is rated as the fastest moving, most versatile stage show that has appeared under the Harlem tents since its origin a few years ago.

The 1955 edition features The Echoes, recording, radio and television stars of Broadway fame in rhythm and blues, one of the many star-studded acts of this colorful show.

YOU'LL ENJOY THE THREE-LEGGERS

This is a sensational dance team that will thrill you. They set a feverish pace for the twelve acts of top attractions in the Leon Claxton Harlem in Havana revue.

Unsurpassed and unexcelled, even on Broadway, is the fast-moving chorus line which is a specialty of Leon Claxton. For years, producers of Broadway musicals have tried to find the answer to Mr. Claxton's success at training chorus girls in their intricate pattern of co-ordination and finesse.



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—John Ruskin

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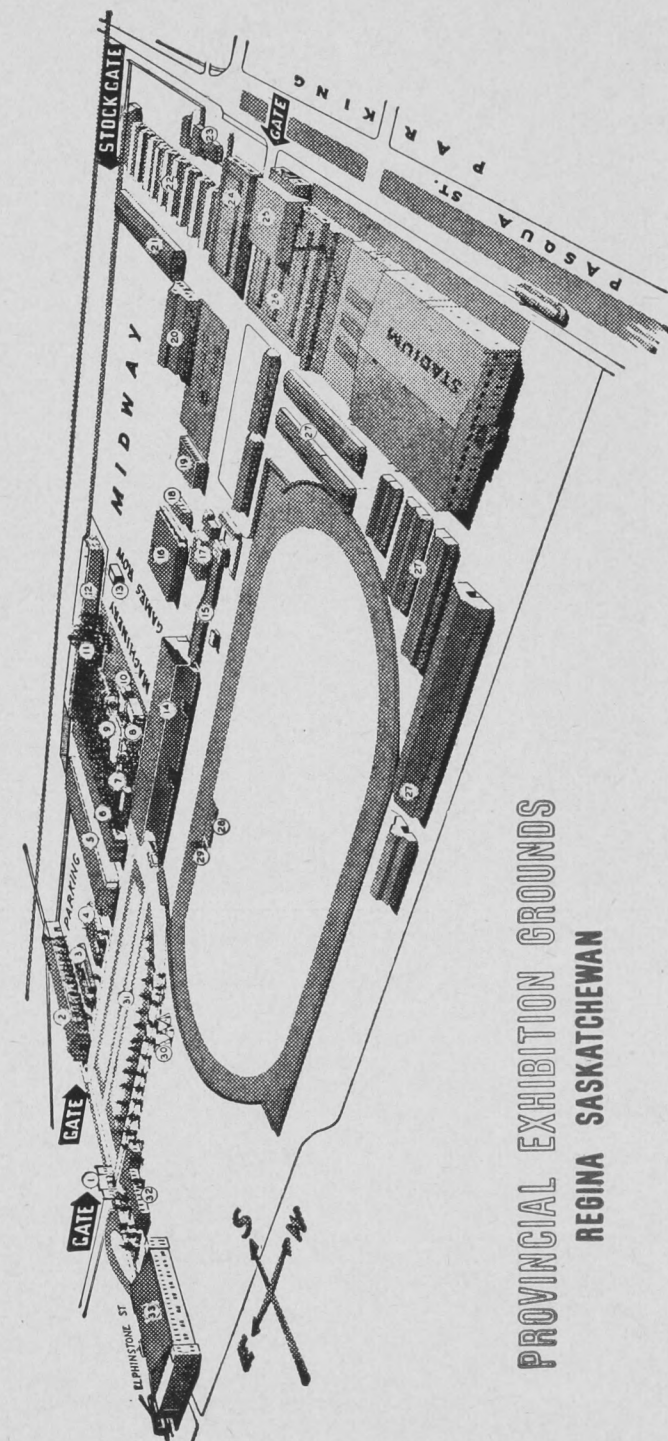
IN BUILDING THE DREAM HOME it is our desire to be of service by exhibiting the coming trends in home construction. We are presenting a home, very modern, featuring ideas probably a year or two ahead of time. A home moderate in size but giving the feeling of spaciousness. We are displaying products carefully selected in an endeavour to present a home that would truly be a Dream Home and one that would be within the budgets of the majority of people who will visit it during Exhibition Week.

It is very fitting that the exhibiting of the GlenWal Dream Home should take place on this special year for the Regina Exhibition. In doing so we are illustrating 50 years of progress in the home building industry.

It is our hope that the visiting patrons, after going through the Dream Home, will have gained many ideas for home building, furnishing, renovating or remodelling and undoubtedly the products "as featured in the GlenWal Dream Home" will come to mean much to the people of central and southern Saskatchewan.

CONTRIBUTORS TO THE GLENWAL DREAM HOME

Complete Home Furnishings	Courtesy of CRESCENT FURNITURE STORES
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Youngstown Steel Kitchen	Courtesy of YOUNGSTOWN KITCHEN CENTRE
Sanisoft Water Softener	Courtesy of SANISOFT LTD.
Vina Rugs	Courtesy of IANNONE'S PAINT & HARDWARE Co.
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Johns-Manville Roofing	Courtesy of BLONDIN ROOFING AND HOME IMPROVEMENTS LTD.
Landscaping	Courtesy of DUTCH LANDSCAPING SERVICE
Patios, Walks and Driveways	Courtesy of CINDERCRETE PRODUCTS LTD.



PROVINCIAL EXHIBITION GROUNDS REGINA SASKATCHEWAN

Key to Plan — Map of Grounds

- | | | |
|--|--|-------------------------------|
| 1. Main East Gate | 12. Confederation Building | 23. Regina Riding Club |
| 2. World's Grain Show Building | 13. Washrooms | 24. New Barn |
| 3. Army Barracks | 14. Grandstand | 25. Exhibition Auditorium |
| 4. Army Barracks | 15. Pari-Mutuels | 26. Auditorium Annex |
| 5. Jubilee Building | 16. Church Dining Halls | 27. Race Horse Barns |
| 6. Old Industrial Building | 17. National Film Board Theatre | 28. Attractions Platform |
| 7. Manager's Residence | 18. Fire Hall | 29. Judges' Stand |
| 8. Exhibition Office | 19. Grounds Superintendent's Office | 30. Indian Camp |
| 9. Confederation Park | 20. Light Horse Barn and Judging Ring Grandstand | 31. Machinery Exhibits |
| 10. Grounds Superintendent's Residence | 21. Sheep and Swine Barn | 32. United Services Institute |
| 11. Band Shell | 22. Livestock Barns | 33. Armories |

REFERENCE MAP

SPONSORED BY

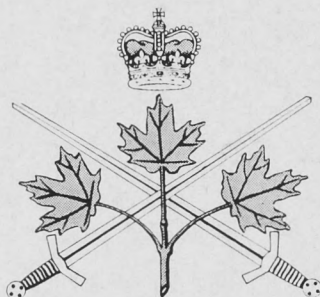
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Regular



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A FINE

MONDAY, AUGUST 1st

(Children's Day)

- 8.00 a.m.—Outside Gates Open.
- 10.00 a.m.—Opening Parade, starts downtown.
- 10.30 a.m.—Special Children's Program in Grandstand, admission free.
- 12.00 a.m.—Royal American Shows open. Special Children's Day prices to 6.00 p.m.
- 2.00 p.m.—Running Horse Races. Pari-mutuel betting. Regina Lions' Junior Band playing between races.
- 2.30 p.m.—Special Women's Program in Women's Building. Includes Fashion Show depicting styles since 1905.
- 4.00 p.m.—Light Horse Show in Livestock Judging Ring.
- 5.00 p.m.—Esso Steel Band Concert in Bandshell, Confederation Park.
- 7.30 p.m.—Esso Steel Band.
- 7.40 p.m.—Saskatchewan Golden Jubilee Choir.
- 7.50 p.m.—Official Opening.
- 8.00 p.m.—Indian Chief-making Ceremony, honoring Mr. James Grassick.
- 8.15 p.m.—"Golden Jubilee Revue", special grandstand entertainment.
- 10.00 p.m.—Fireworks. The Queen.

TUESDAY, AUGUST 2nd

(Sportman's Day)

- 8.00 a.m.—Outside Gates Open.
- 10.00 a.m.—Livestock Judging in Judging Ring—Aberdeen-Angus, Red Polls, Clydesdales, Sheep and Swine.
- 11.00 a.m.—Royal American Shows open.
- 2.00 p.m.—Livestock Judging continues. Includes 4-H Dairy Calf Clubs.
- 2.00 p.m.—Running Horse Races. Pari-mutuel betting. Regina Lions' Club Junior Band playing between races.
- 2.30 p.m.—Special Women's program in Women's Building. Includes Fashion Show depicting styles since 1905.
- 4.00 p.m.—Light Horse Show in Live Stock Judging Ring.
- 5.00 p.m.—Esso Steel Band Concert in Bandshell, Confederation Park.
- 7.30 p.m.—Esso Steel Band.
- 7.40 p.m.—Special Sportsman's Day Program—Featuring Regina Sports Teams and Personalities, Past and Present.
- 8.15 p.m.—"Golden Jubilee Revue"—special grandstand entertainment.
- 10.00 p.m.—Fireworks. The Queen.

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WEDNESDAY, AUGUST 3rd

(Citizens' Day)

- 8.00 p.m.—Outside Gates Open.
- 9.30 a.m.—Official Opening, Commonwealth Hereford Show in Stadium, Hereford Judging to follow.
- 10.00 p.m.—Livestock Judging in Judging Ring. Belgians, Jerseys, Guernseys and Shorthorns.
- 11.00 a.m.—Royal American Shows open.
- 2.00 p.m.—Livestock Judging continues—Herefords in Stadium, other breeds in outdoor Judging Ring.
- 2.00 p.m.—Running Horse Races. Pari-mutuel betting.
- 2.30 p.m.—Special Women's Program in Women's Building. Includes Fashion Show depicting styles since 1905.
- 4.00 p.m.—Light Horse Show in Livestock Judging Ring.
- 5.00 p.m.—Esso Steel Band Concert in Bandshell, Confederation Park.
- 7.30 p.m.—Esso Steel Band.
- 7.40 p.m.—Saskatchewan Golden Jubilee Choir.
- 7.50 p.m.—Livestock Parade (divided this year between Wednesday and Thursday evenings).
- 8.15 p.m.—"Golden Jubilee Revue", special grandstand entertainment.
- 10.00 p.m.—Fireworks.
The Queen.

THURSDAY, AUGUST 4th

(Farmers' Day)

- 8.00 a.m.—Outside Gates Open.
- 10.00 a.m.—Livestock Judging Begins—Herefords in Stadium, Holsteins, Shorthorns and Heavy Horses in Outdoor Judging Ring.
- 11.00 a.m.—Royal American Shows open.
- 2.00 p.m.—Livestock Judging continues.
- 2.00 p.m.—Running Horse Races—Pari-mutuel betting.
- 2.30 p.m.—Special Women's Program in Women's Building. Includes Fashion Show depicting styles since 1905.
- 5.00 p.m.—Esso Steel Band Concert in Bandshell, Confederation Park.
- 7.10 p.m.—Esso Steel Band.
- 7.20 p.m.—Saskatchewan Golden Jubilee Choir.
- 7.30 p.m.—Presentation of Winners, Farm Boys' and Girls' Camps.
- 7.40 p.m.—Livestock Parade (Breeds not parading on Wednesday evening).
- 8.15 p.m.—"Golden Jubilee Revue", special grandstand entertainment.
- 10.00 p.m.—Fireworks.
The Queen.

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FRIDAY, AUGUST 5th

(Travellers' and American Day)

- 8.00 a.m.—Outside Gates Open.
- 10.00 a.m.—Travellers' Day Parade. Starts corner of Athol and Dewdney, proceeding east on Dewdney, south on Albert, along 11th Avenue and Osler Street to Market Square.
- 11.00 a.m.—Royal American Shows open.
- 2.00 p.m.—Sale of Hereford Cattle from United Kingdom and Canada, in Stadium.
- 2.00 p.m.—Running Horse Races. Parimutuel betting. American High School Bands playing between races.
- 2.30 p.m.—Special Women's Program in Women's Building. Includes Fashion Show depicting styles since 1905.
- 5.00 p.m.—Esso Steel Band Concert in Bandshell—Confederation Park.
- 7.30 p.m.—Esso Steel Band.
- 7.45 p.m.—Saskatchewan Golden Jubilee Choir.
- 8.00 p.m.—Travellers' Day Association Draws.
- 8.15 p.m.—"Golden Jubilee Revue" — special grandstand entertainment.
- 10.00 p.m.—Fireworks.
The Queen.

SATURDAY, AUGUST 6th

(Carnival Day)

- 8.00 a.m.—Outside Gates Open.
- 11.00 a.m.—Royal American Shows open.
- 2.00 p.m.—Running Horse Races—Parimutuel betting.
- 2.30 p.m.—Special Women's Program in Women's Building. Includes Fashion Show depicting styles since 1905.
- 5.00 p.m.—Esso Steel Band Concert in Bandshell—Confederation Park.
- 7.30 p.m.—Esso Steel Band.
- 7.45 p.m.—Saskatchewan Golden Jubilee Choir.
- 8.00 p.m.—"Golden Jubilee Revue" — special grandstand entertainment.
- 9.45 p.m.—Kinsman Car Draw.
- 9.55 p.m.—Lions' Club Draw for Dream Home.
- 10.00 p.m.—Fireworks.
The Queen.



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PROVINCIAL

*See plan of Grounds for
location of various features*

Administration Building—Contains the offices of the President, Manager, administration and auditing staffs.

Advance Ticket Sales — Reserved seat tickets to the evening Grandstand Attractions may be purchased at any time, before or during the Exhibition, at Gillies Agencies, 1944 Hamilton St. Mail orders should be addressed to the same address.

Grounds Admissions

Outside Gate (Adults) 50c
Children (12-15) 25c
Children (under 12) Free

Grandstand

Afternoon Racing (rush only) ... \$1.00
Evening Program (rush) 1.00
Reserved seats ... \$1.25 and \$1.75

Art—A special display of art by Saskatchewan artists will be found in the Art Gallery at the west end of the Grandstand. This is a special collection for the Golden Jubilee, and represents the period 1905-1955.

Check Room—Parcels and wearing apparel may be checked in check room operated by the I.O.D.E. in the Reception Area at the extreme east end of the Grandstand.

Employment Office — Those seeking work during the Exhibition or exhibitors requiring help should make contact with the Employment Office operated by the National Employment Office at the east end of the Grandstand.

Farm Boys' Camp — Sleeping accommodation in Army Huts opposite East Gate, meals in No. 5 Church Dining Hall.

Farm Girls' Camp — Sleeping accommodation in Army Huts opposite East Gate, meals in No. 5 Dining Hall.

Saskatchewan Golden Jubilee Choir—This now famous organization is on the Grandstand program each evening with the exception of Tuesday. It will be the only opportunity for thousands of our visitors to hear their songs, especially written for the Jubilee, sung by a hand-picked group of talented young people. We predict that the applause will ring the rafters at every appearance.

Fireworks—A special Golden Jubilee Fireworks programme nightly at the conclusion of the grandstand Rewue. Fireworks provided by T. W. Hand Fireworks Company Limited, Cooksville, Ontario.

EXHIBITION . . . 1955

Directory

Indian Village—A colourful display of Indian tepees, occupied by the Qu'Appelle Valley bands, will be found immediately east of the Grandstand.

Lost and Found—Articles lost or found should be reported to the Police Station near the west end of the Grandstand.

Old Timers—All old timers visiting the Fair are especially invited to visit the Reception Centre, located in the extreme east end of the Grandstand. Use it as a centre to meet old friends and to obtain information. Receptionists will be on hand at all times to welcome you and be of any assistance possible. The Regina Old Timers' Association have special accommodation in this area to meet and entertain all old friends.

Rest Room—Older people and mothers with children are especially invited to make use of the comfortable rest rooms at the east end of the Grandstand.

Photography—A special photography display will be found adjoining the Art Gallery at the west end of the Grandstand. Members of the Regina Camera Club will be on hand to answer questions and discuss photographic techniques.

Post Office—Adjoins the Reception Centre at the east end of the Grandstand.

Telephones—In the Reception Centre, east end of Grandstand.

Telegraph—In the Reception Centre, east end of Grandstand.

School Exhibits—Largest display of school work presented at any Exhibition in Western Canada will be found in the Confederation Building.

Confederation Park—Visitors are invited to use the facilities of this beautiful park. An ideal place for family picnics and a place to rest a while during your tour around the Fair.

Wild Life Exhibit—You will find a small collection of game birds and other types on the west side of Confederation Park. These birds are provided by the Regina Exhibition Association in the interests of wild life conservation. Children will especially enjoy this feature.

First Aid—A First Aid Station, operated by the St. John Ambulance Association, will be found about the centre of the Grandstand.

Racing—Each day at 2.00 p.m. and at half-hour intervals, throughout the afternoon. The totalisator system of pari-mutuel operation is used.

Opening Day Parade—Monday morning at 10.00 a.m. a special Opening Day Parade, especially designed for children, will start downtown and proceed to the Exhibition Grounds.

Travellers' Day Parade—Friday morning, August 5th, starts at 10.00 a.m. corner of Athol and Dewdney, proceeding east on Dewdney, south on Albert, along 11th Avenue and Osler Street to Market Square.

Something everyone should see, and this year will feature the Golden Jubilee theme.

Taxis—A taxi stand will be found on Elphinstone Street, immediately outside the east entrance to the Grounds.

Women's Department—Located in the Old Industrial Building. Thousands of exhibits, including cookery, canning, needlework and handicrafts. Also featured is a special Women's Program in the Women's Theatre each day at 2.30 p.m. This will consist partly of a Fashion Show depicting style changes since 1905.

National Film Theatre—A continuous show with a variety of educational films found in the building immediately west of the Grandstand.

Machinery—A complete display of Farm, Industrial and Road Machinery is to be found in the two machinery areas, east and south of the Grandstand. Always a popular feature with farm visitors particularly. Highlighted this year by an exhibit of antiquated farm machinery from the Western Development Museum.

Western Development Display—To be found in the Large Machinery Area, just inside the east gate. This special attraction is provided by the Regina Wholesale Implements Dealers' Association as a special recognition of our Province's Golden Jubilee. The old timers especially, will thrill to see many of these old tractors and machines again.

Field Husbandry—Near the centre of the Grandstand. Enter from south side.

Horticulture Exhibit—(Same as for Field Husbandry).

Honey Exhibit—(Same as for Field Husbandry).

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THE HIGHLIGHT OF 1955 PROVINCIAL EXHIBITION

THE COMMONWEALTH HEREFORD SHOW

The Saskatchewan Hereford Association, the Canadian Hereford Association and the Regina Exhibition Association have joined hands to stage the largest show ever held for one breed of livestock in Canada. A total of over \$17,000.00 is being offered for the Hereford breed alone.

Special plans have been going on for over 2 years. Besides the generous prize money, many very attractive trophies and special banners are also offered.

The Hereford Herd Book Society of Great Britain has co-operated by helping to arrange for an exhibit of approximately 20 head of Hereford Cattle from England to be brought to this show for exhibit and sale.

This is an event every cattle breeder will wish to see. Judging will take place Wednesday, August 3rd and Thursday, August 4th. The sale of specially selected animals, both English and Canadian will take place at 2.00 p.m., Friday, August 5th.

A special prize list and entry form have been printed for this event. These are available by writing to the Manager of the Regina Exhibition Association. Entries close May 31st.

Prize money in each of classes 1-17 is as follows: 1st, \$100.00; 2nd, \$90.00; 3rd, \$80.00; 4th, \$70.00; 5th, \$60.00; 6th to 10th, \$50.00; 11th to 20th, \$25.00.

The Grand Champion Bull will receive \$500.00, \$250.00 of which is provided by Burns and Company. The Grand Champion Female will receive \$500.00, \$250.00 of which is provided by The Quaker Oats Company. The Reserve Grand Champion Bull and Female will each receive \$100.00.

COMMONWEALTH HEREFORD SHOW AND SALE COMMITTEE

- D. A. Andrew, Calgary, Alta.
W. N. Catley, Craven, Sask.
W. Olsen, Arcola, Sask.
A. Millar Craig, North Battleford, Sask.
C. H. Leech, Sec.-Treas., Regina
C. Harlton, Regina Exhibition Ass'n.
V. E. Ellison, Oyama, B.C.
W. J. Edgar, Innisfail, Alta.
W. Wilson, Siltou, Sask.

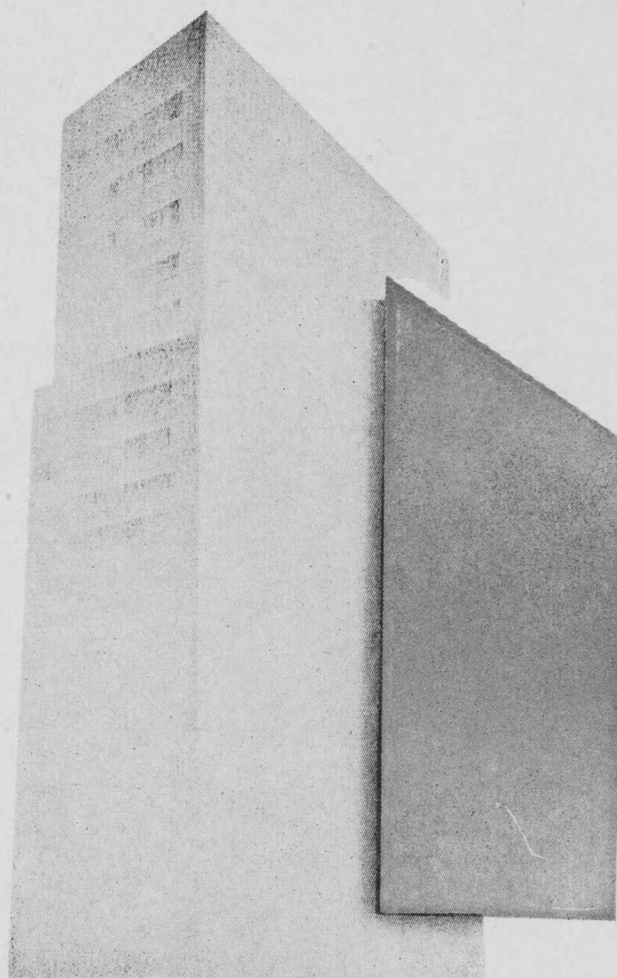
Ex-Officio Members — E. Downie, Wawanesa, Man., President Canadian Hereford Assoc.; T. H. McLeod, Manager, Regina Exhibition Assoc.; Dr. E. Carlson, Regina Exhibition Assoc.

List of Donors to the Commonwealth Hereford Show

- Sask. Golden Jubilee Committee
Burns and Co. Ltd.
Consolidated Mining and Smelting Co. of Canada Ltd.
Globe Laboratories of Canada Ltd.
Ketchum Manufacturing Co. Ltd.
Quaker Oats Co. of Canada Ltd.
Canadian Bank of Commerce
Radio Station CKRM, Regina
Canadian Hereford Digest

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DREAM
HOME**

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Good Luck!

Regulations

IN CONNECTION WITH DREAM HOME

Award

THE GLENWAL DREAM HOME will be awarded to the holder of the Regina Exhibition Program, "Calendar of Events", whose coupon is drawn from the prize barrel on Saturday, August 6th, on the Grandstand Platform of the Regina Exhibition immediately following the Grandstand Show.

Rules of the Contest

1 A "Calendar of Events" program(s) may be purchased from a Lion's Club member located at one of the vending booths adjacent to the site of the GLENWal Dream Home and immediately adjacent to the Main Entrances to the Exhibition grounds.

2 Purchasers of the program(s) shall fill out the coupon to be found on the back cover of the program.

3 Print your name clearly as well as your address, naming your City, Town, Village, Province or State, as well as your Post Office Box, if any.

4 Tear out the coupon along the perforations and deposit it in the prize barrel located in front of the Dream Home.

5 It is unnecessary to be present for the draw in order to win the Home.

6 Employees of the Regina Agricultural and Industrial Exhibition Association Limited and the members of their families are not eligible to participate in the award. Nor are Directors or the wives or children of such Directors eligible to participate in the award. No member of the Lion's Club of Regina or his wife or children shall be eligible to participate in the award.

7 In the case of duplication of numbers which might arise through an error in printing the Regina Exhibition retains the right to make the award to the person whose name is printed on the program coupon. In the event of a ticket with no name being drawn, or without other means of identification, the person claiming the award must present the duplicate number printed on the inside of the back cover of the program.

In the event of a coupon being drawn without name or means of identification and through an error in printing a duplication of numbers has resulted, then and in that event the Exhibition Association reserves the right to order a re-draw between the persons holding the same number. The person whose ticket is drawn on the re-draw shall be declared the winner.

8 On the night of the draw a second coupon will be drawn, sealed in an envelope and held by the Exhibition Association. In the event that there is no claimant for the award within seven (7) clear days thereafter, then, and in that event the original award shall be forfeited and there shall be substituted therefore the person whose ticket was drawn in the second draw, from the prize barrel.

If the second award is not claimed within fifteen (15) clear days after the printing of a notice in the Regina Leader-Post, the Dream Home shall automatically become the property of the Exhibition Association.

9 The award shall include the GLENWal Dream Home with complete furnishings and appliances as exhibited. The Dream Home does not include a lot, foundation nor utilities installations.

10 The winner shall be entitled to the Dream Home and furnishings as exhibited on the grounds.

11 On claiming the award the winner must properly identify himself to the satisfaction of the Exhibition Association.

After the award is made, the Exhibition Association assumes no responsibility for taking care of the property awarded, including both the Home and furnishings, and the winner must assume liability for any claims or damages arising out of the injury to persons or damage to property resulting from the removal of the property from the Exhibition Grounds. The Exhibition Association will not be responsible for loss to the property arising out of fire or other casualty.

12 The winner must remove the said property from the Exhibition Grounds within a period of thirty (30) days from the date of the award, failing which the Exhibition Association reserves the right to sell the property by public auction and to account to the winner for the proceeds after deducting any expenses arising therefrom.

13 The person who holds the winning coupon shall forthwith sign an agreement containing an acknowledgement that the property has vested in him and that all responsibility in respect thereto remains in him thereafter. The property shall not vest until such agreement is executed.

Cut your Tractor . . .

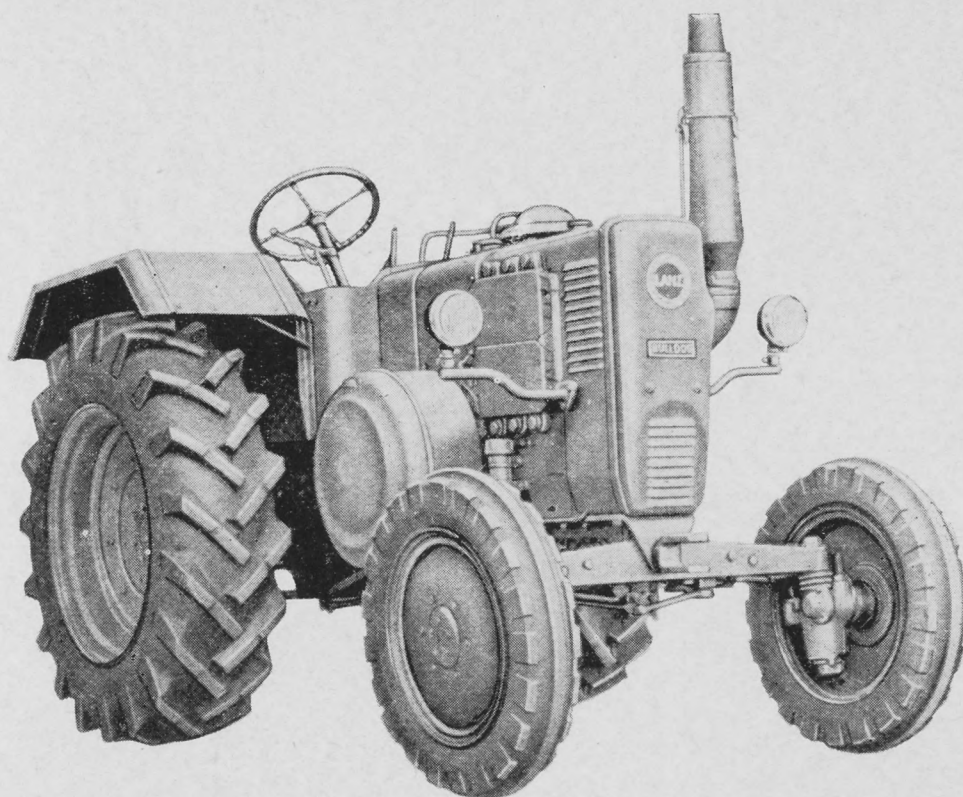
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Your lucky draw number appears on the reverse

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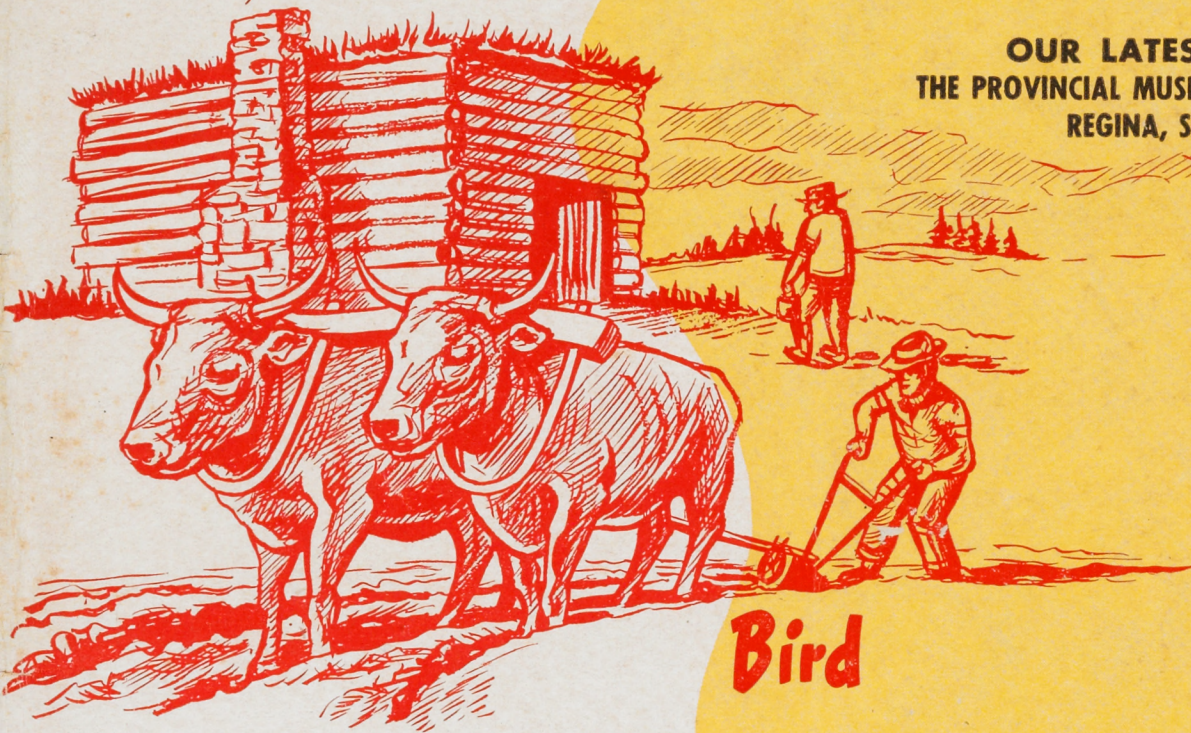
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